

Fig. 1

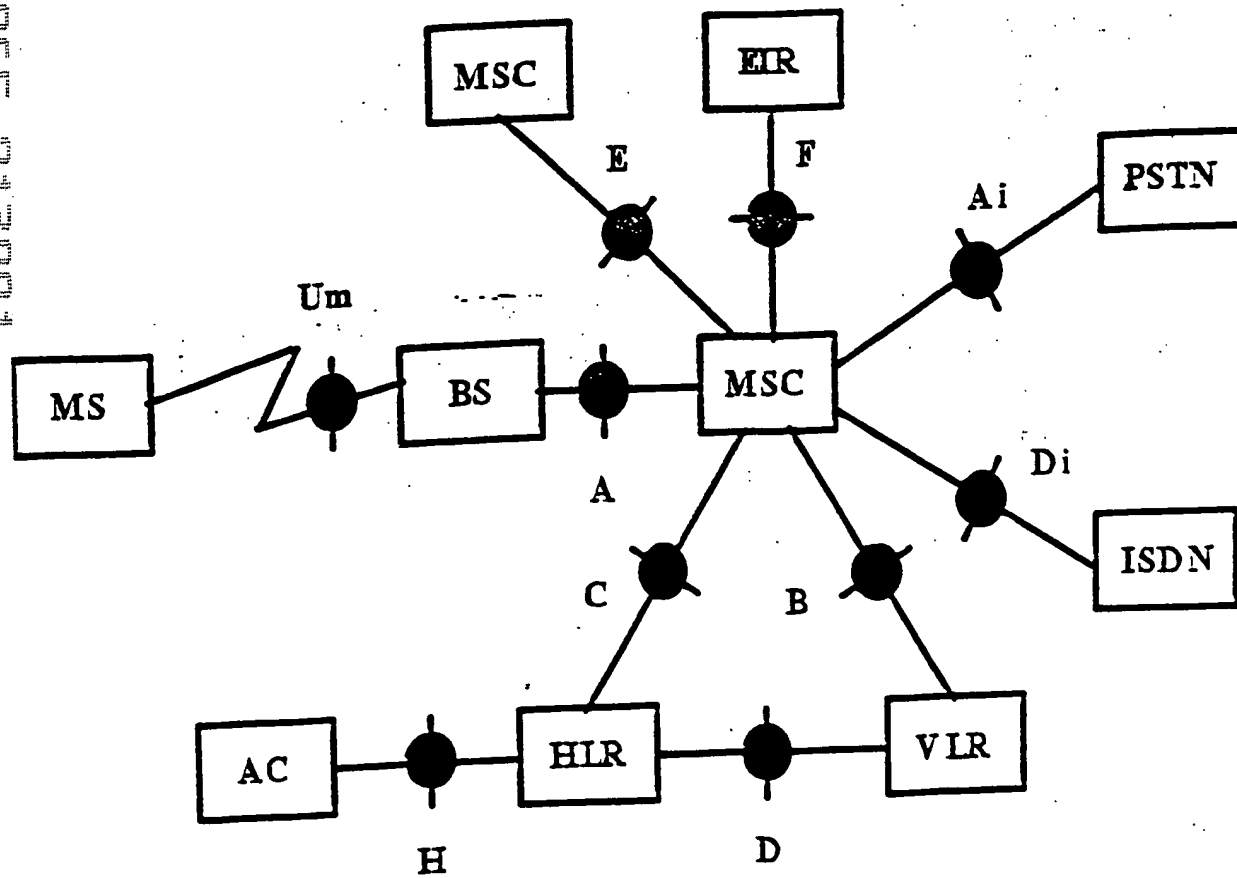


Fig. 2

00000-5502260

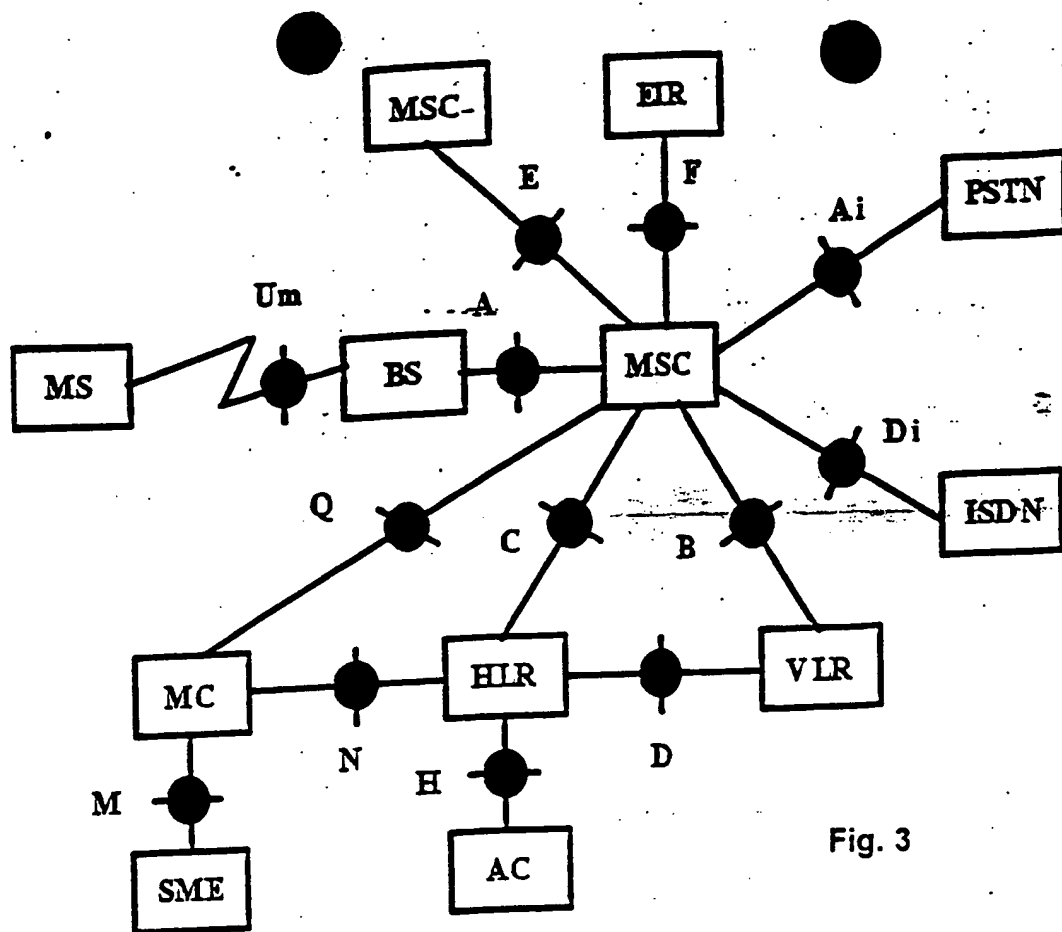


Fig. 3

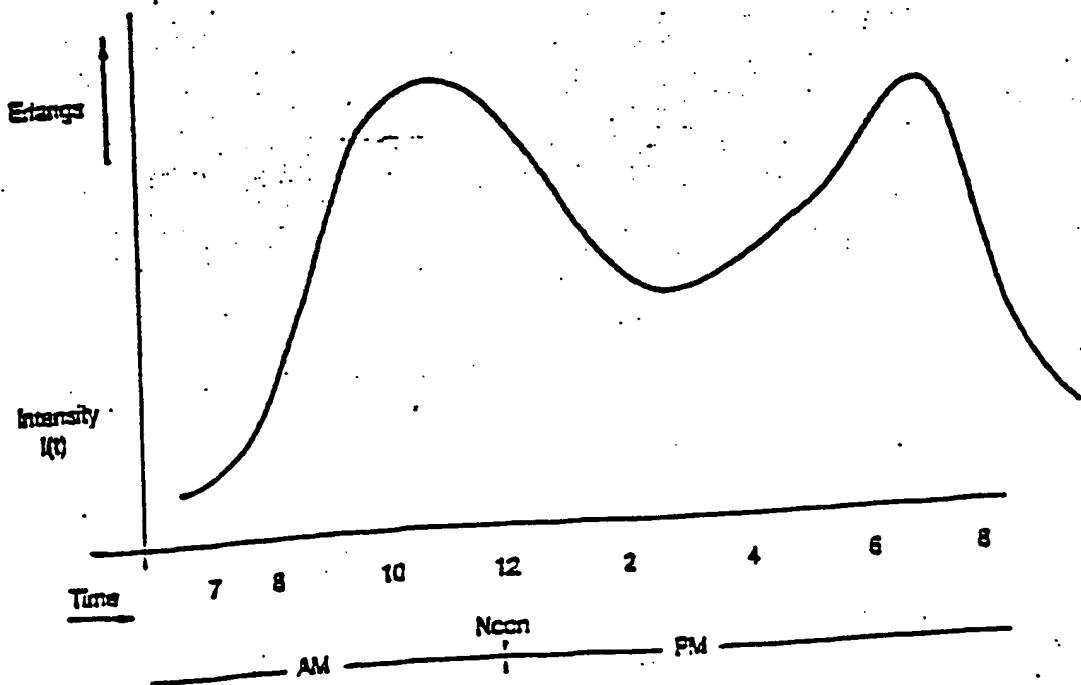


Fig. 4

FOUO-5302260

BNA Usage (9/00)

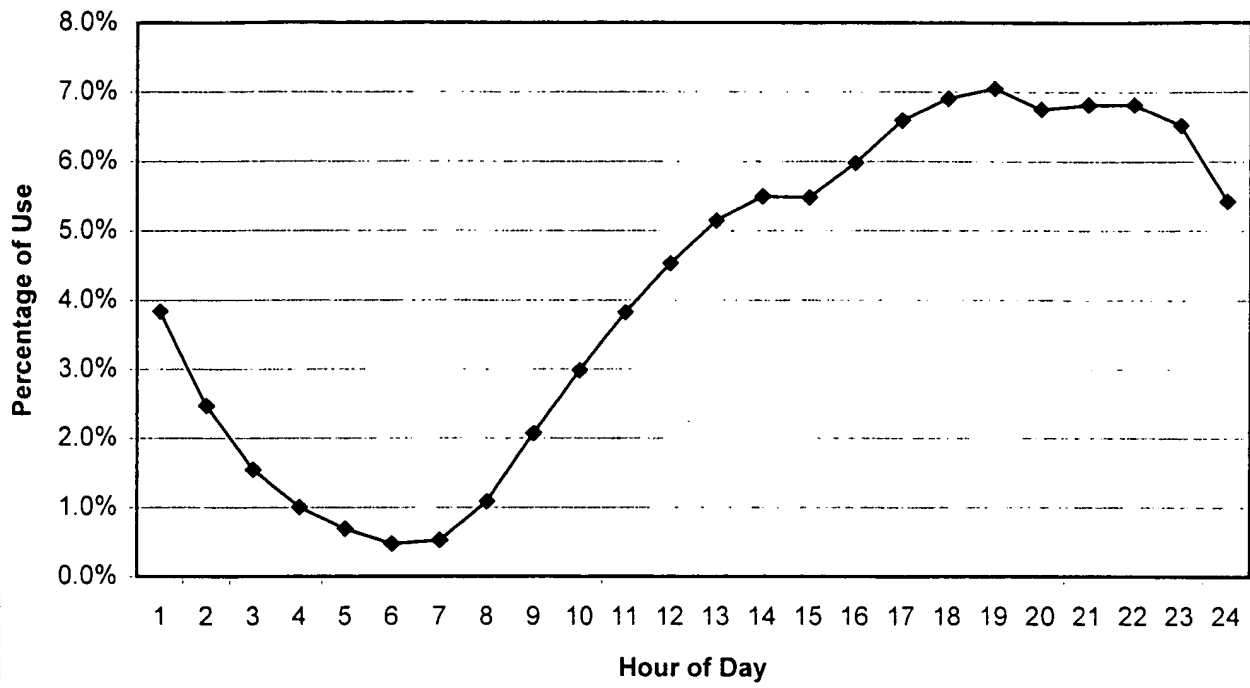


FIG. 5

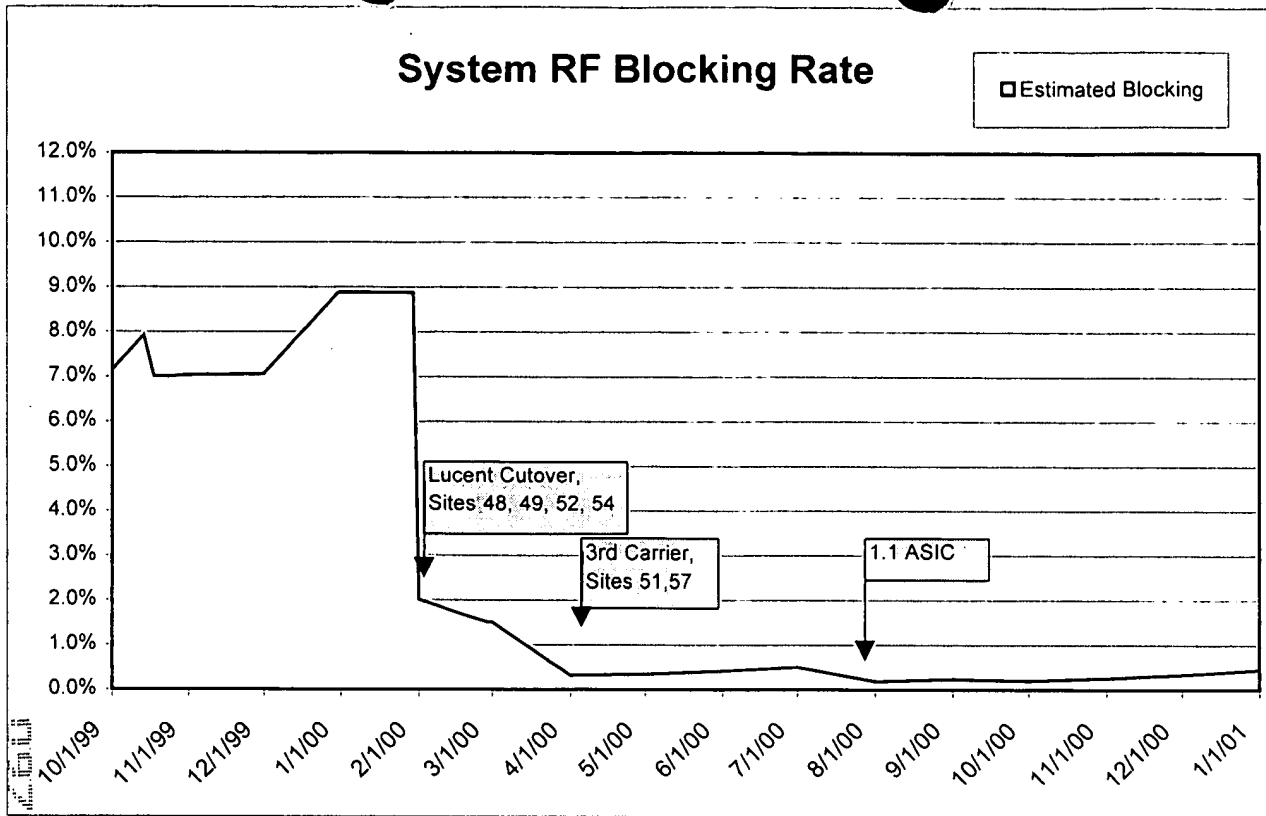


FIG. 6

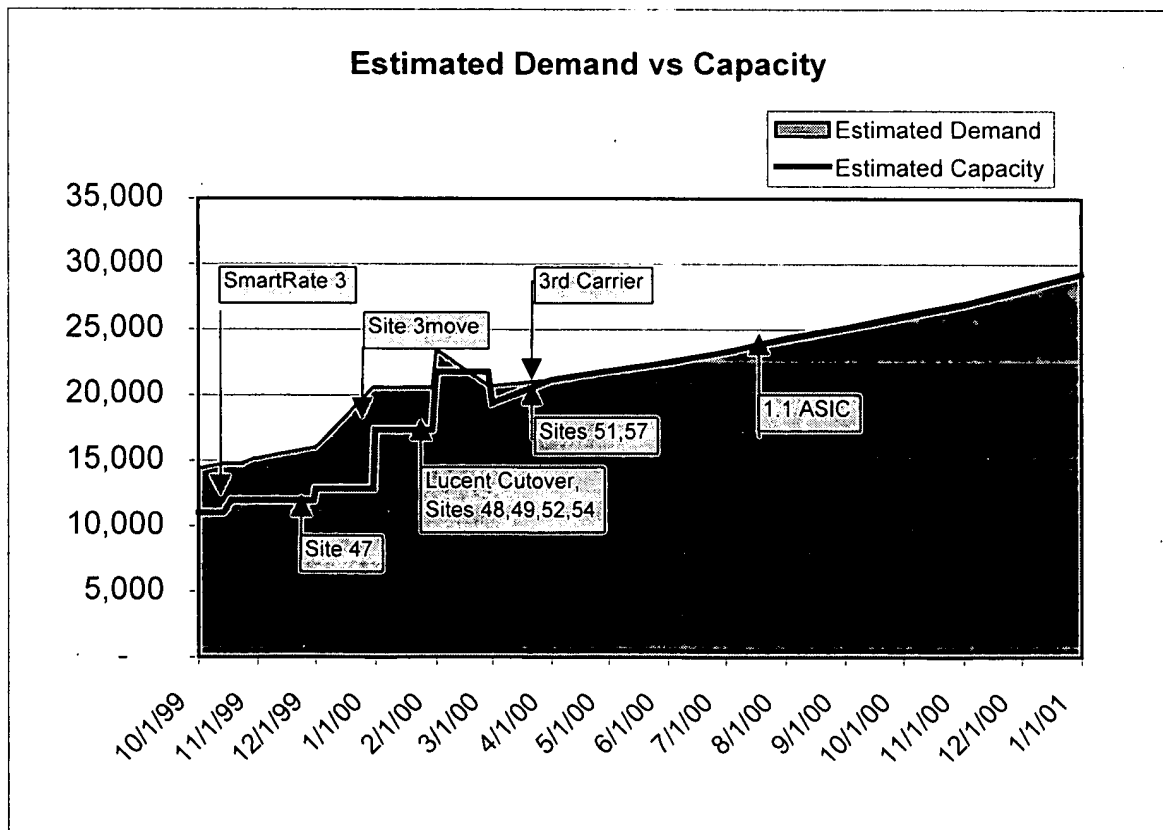
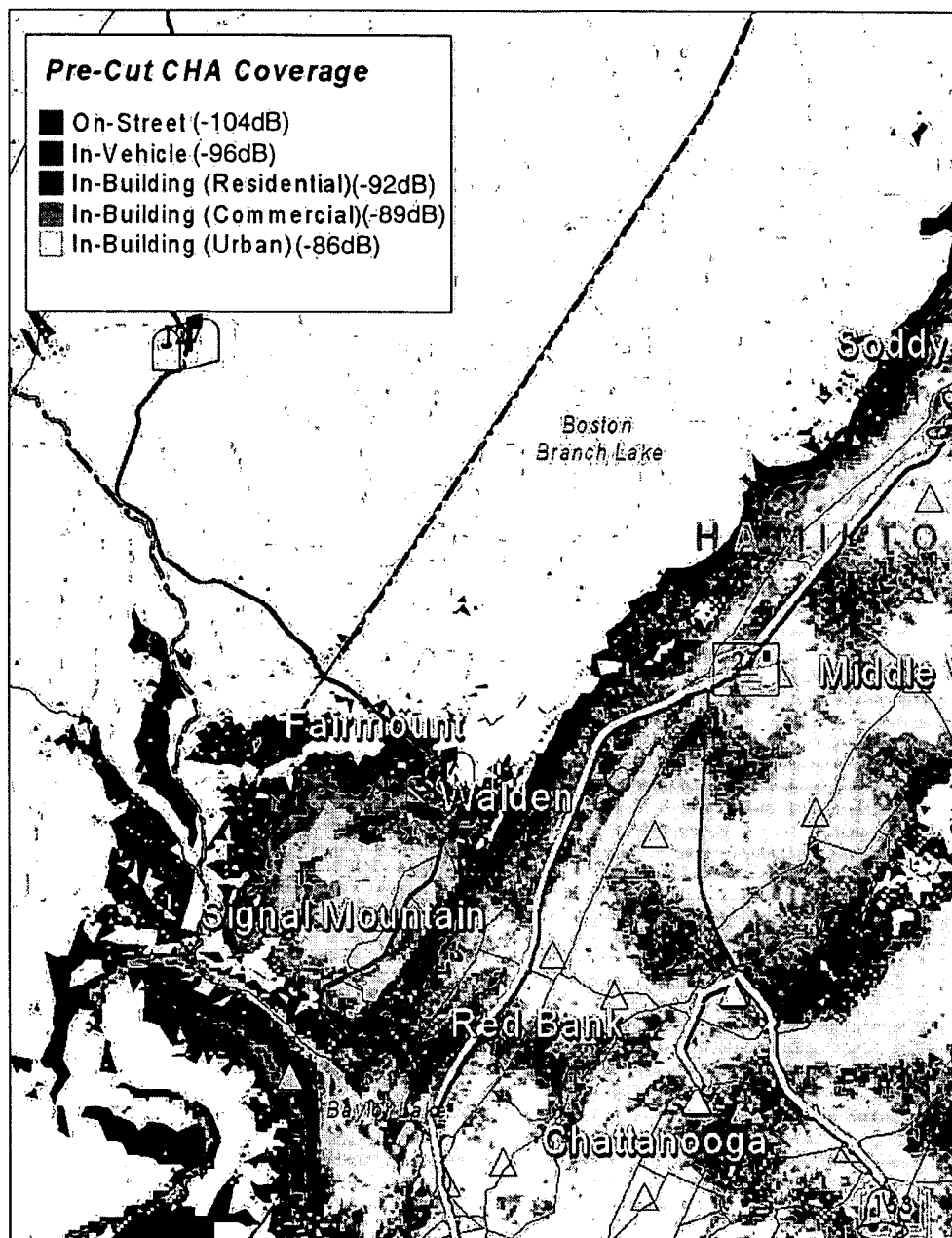


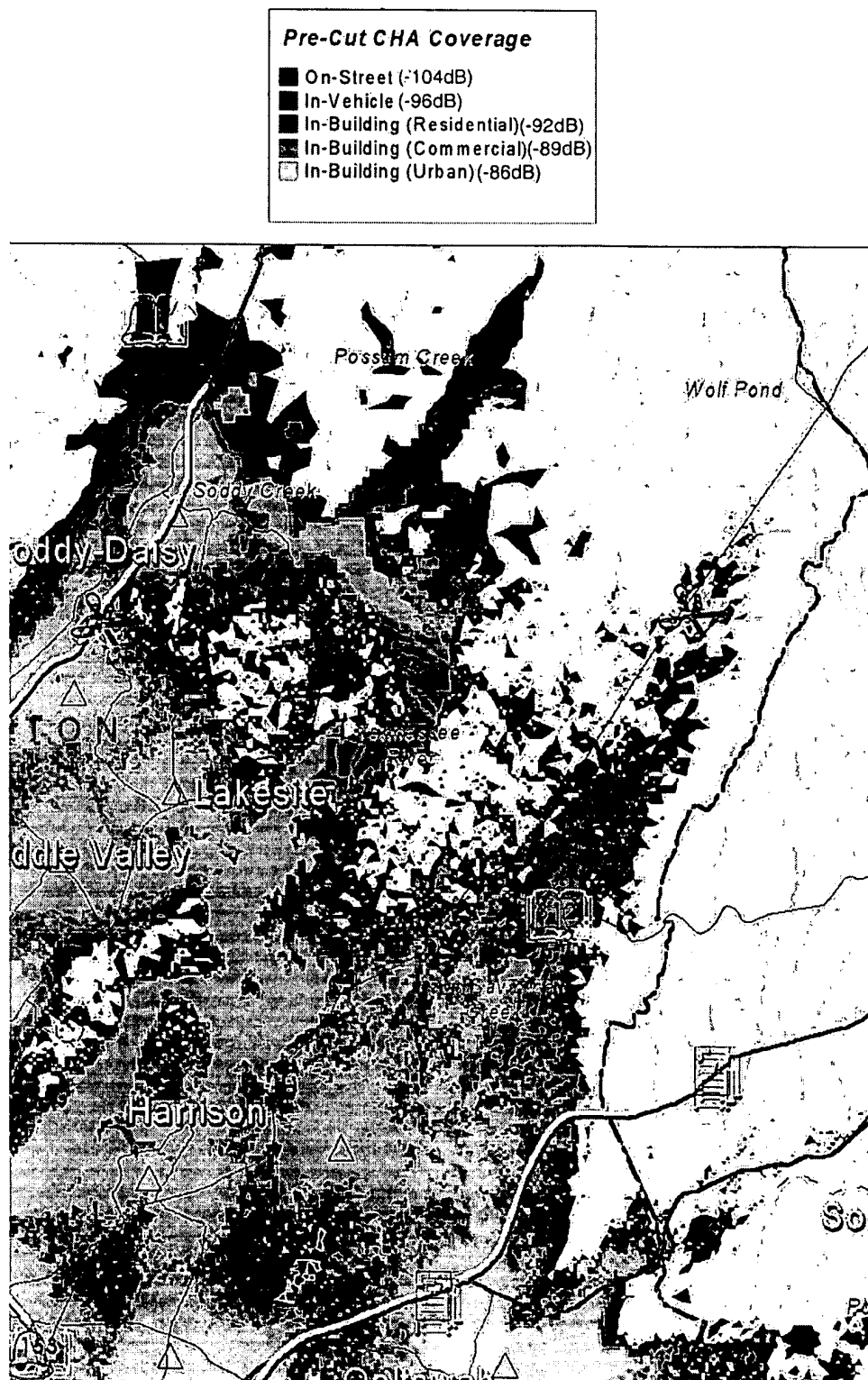
FIG. 7

0972065-013001



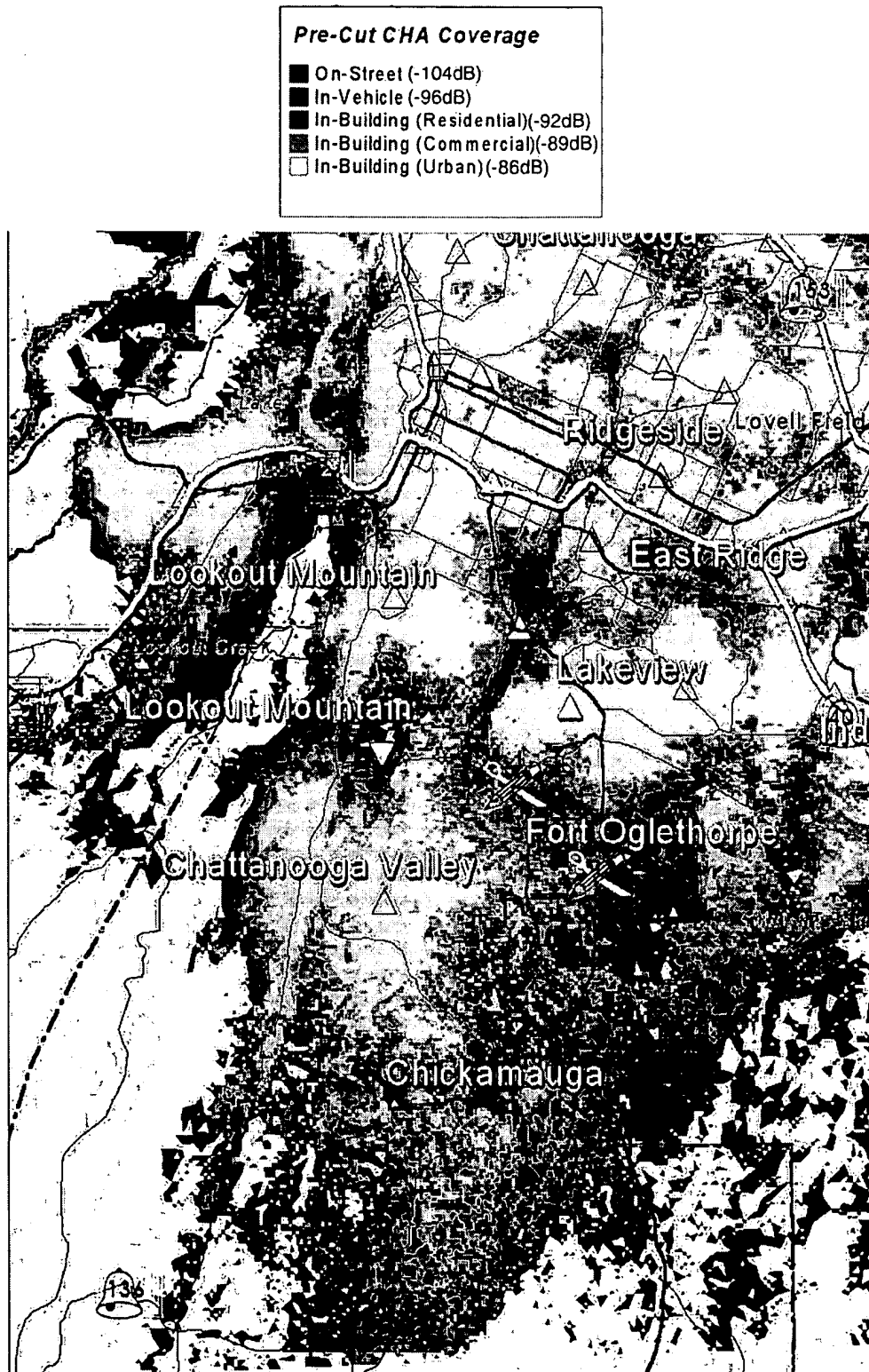
**FIG. 8A**

09772065-013001



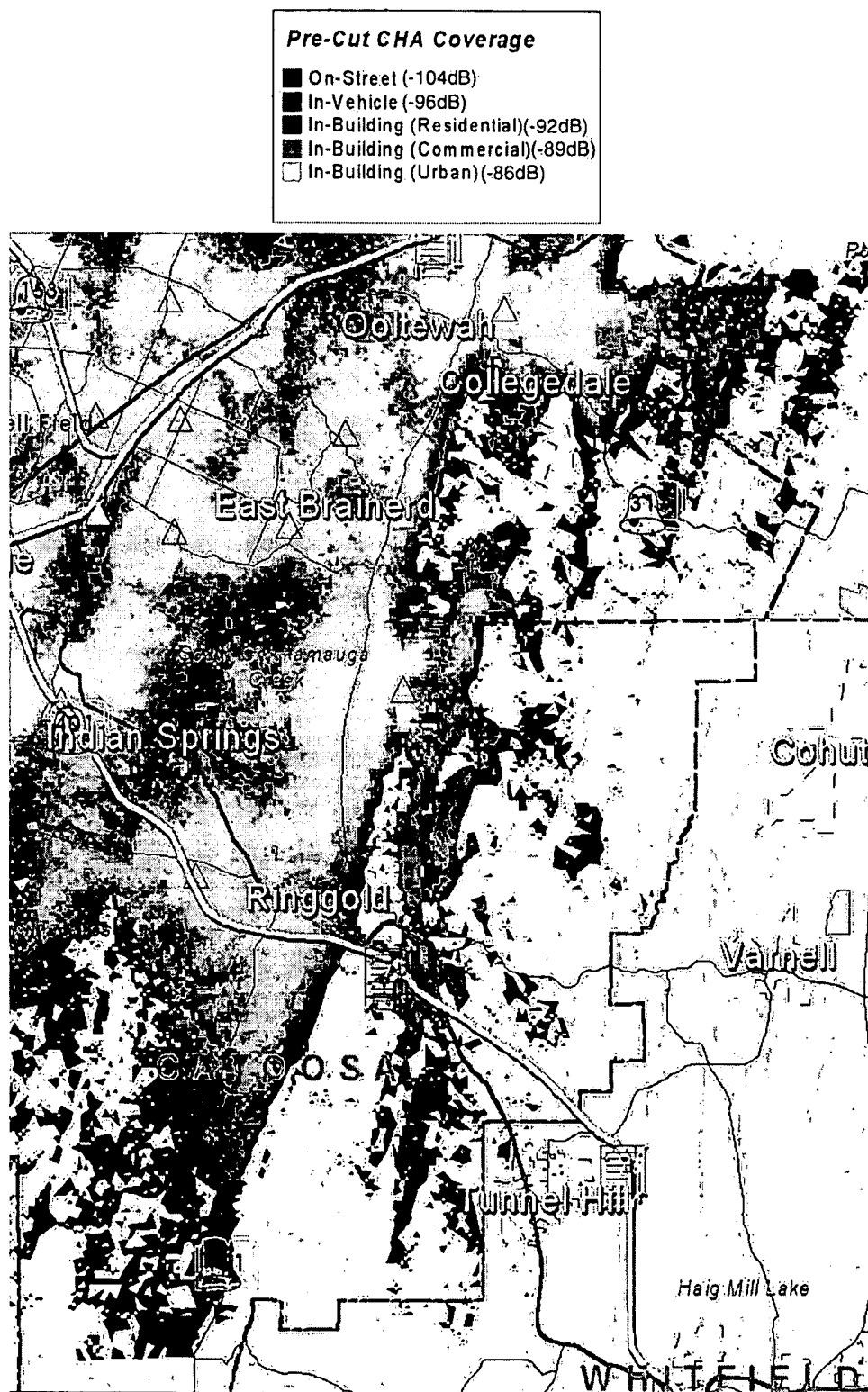
**FIG. 8B**

0972065-013001



**FIG. 8C**

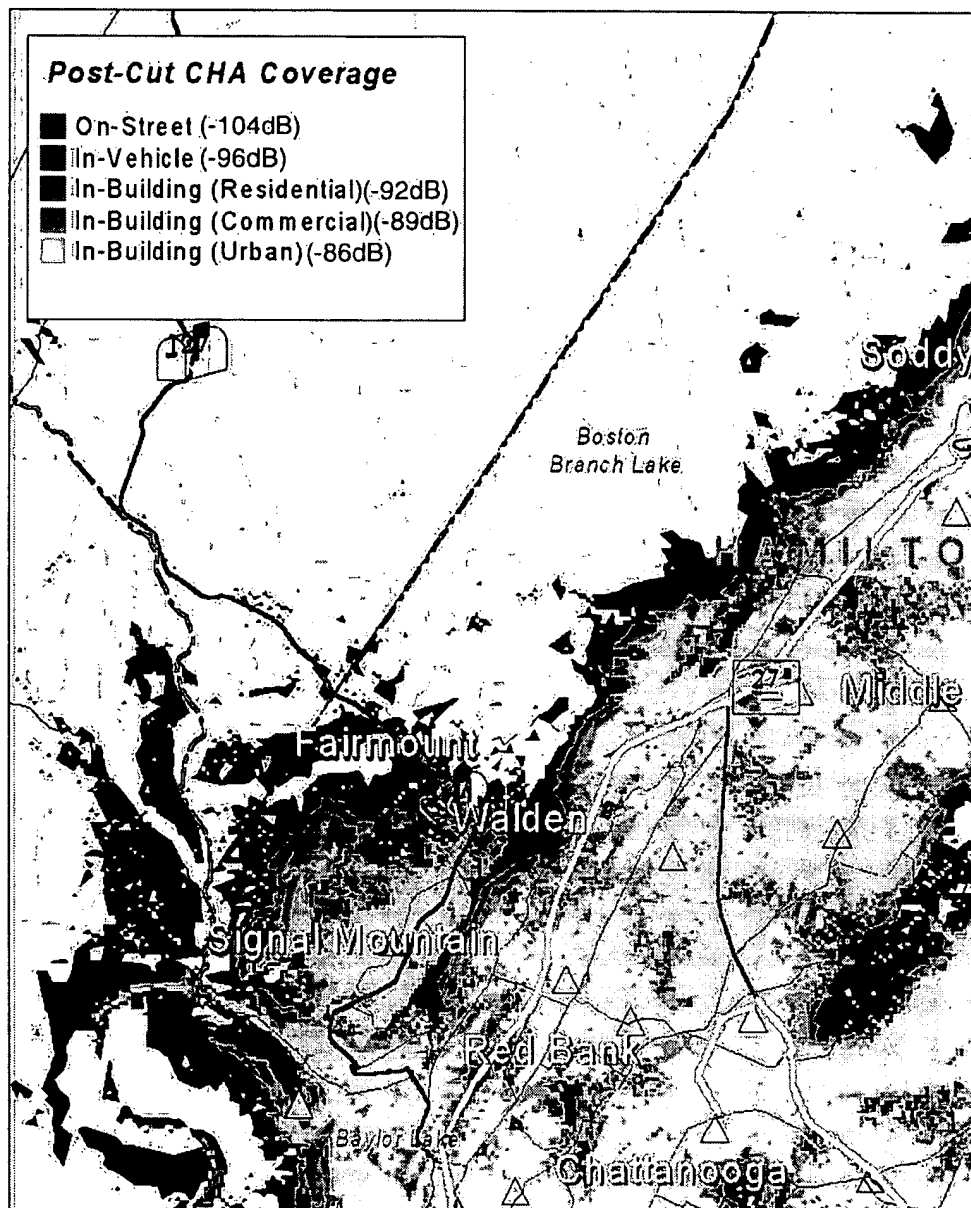
0972065-013001



**FIG. 8D**

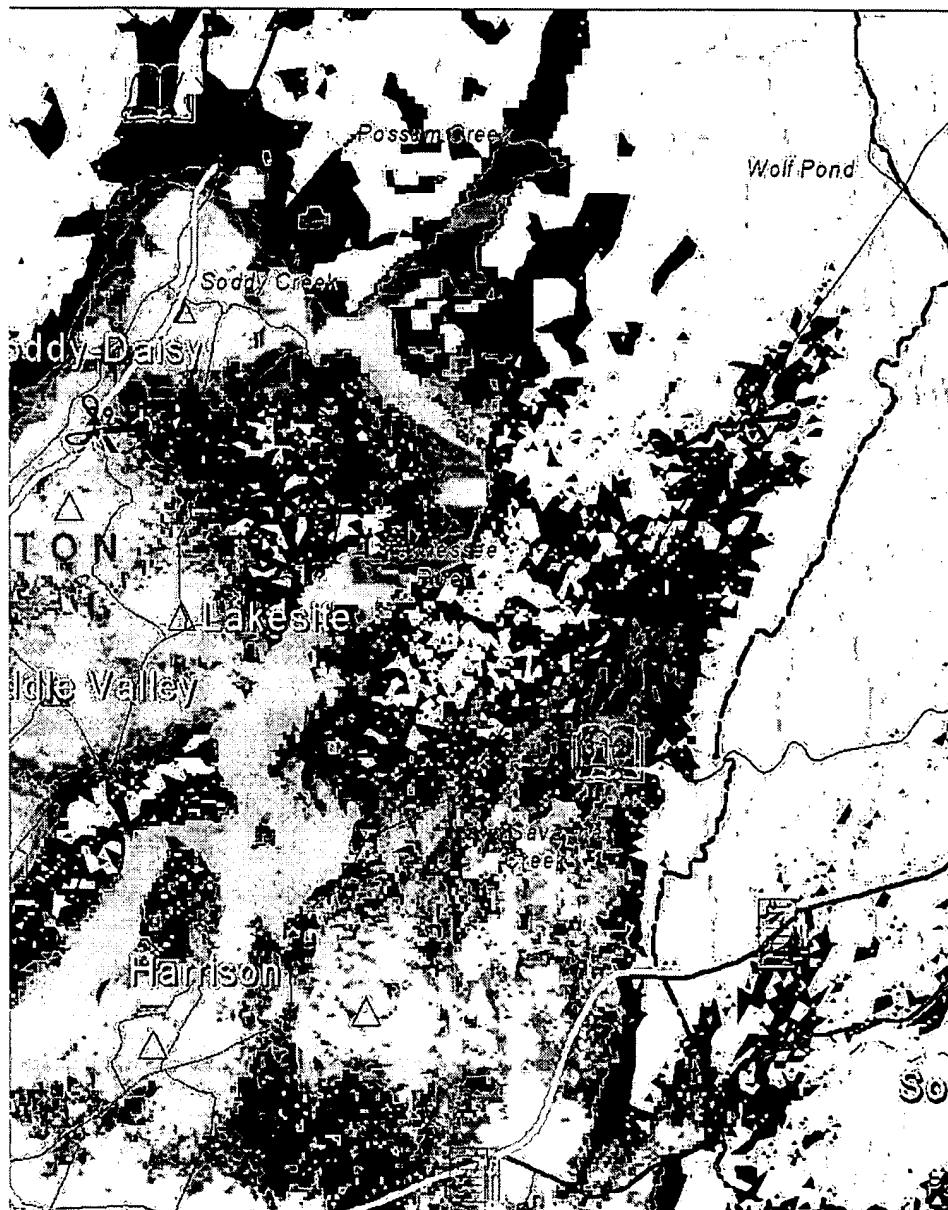
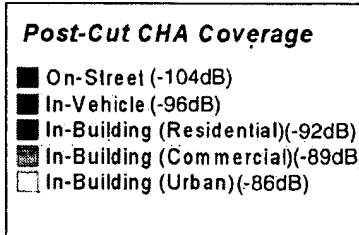


0972065-013001



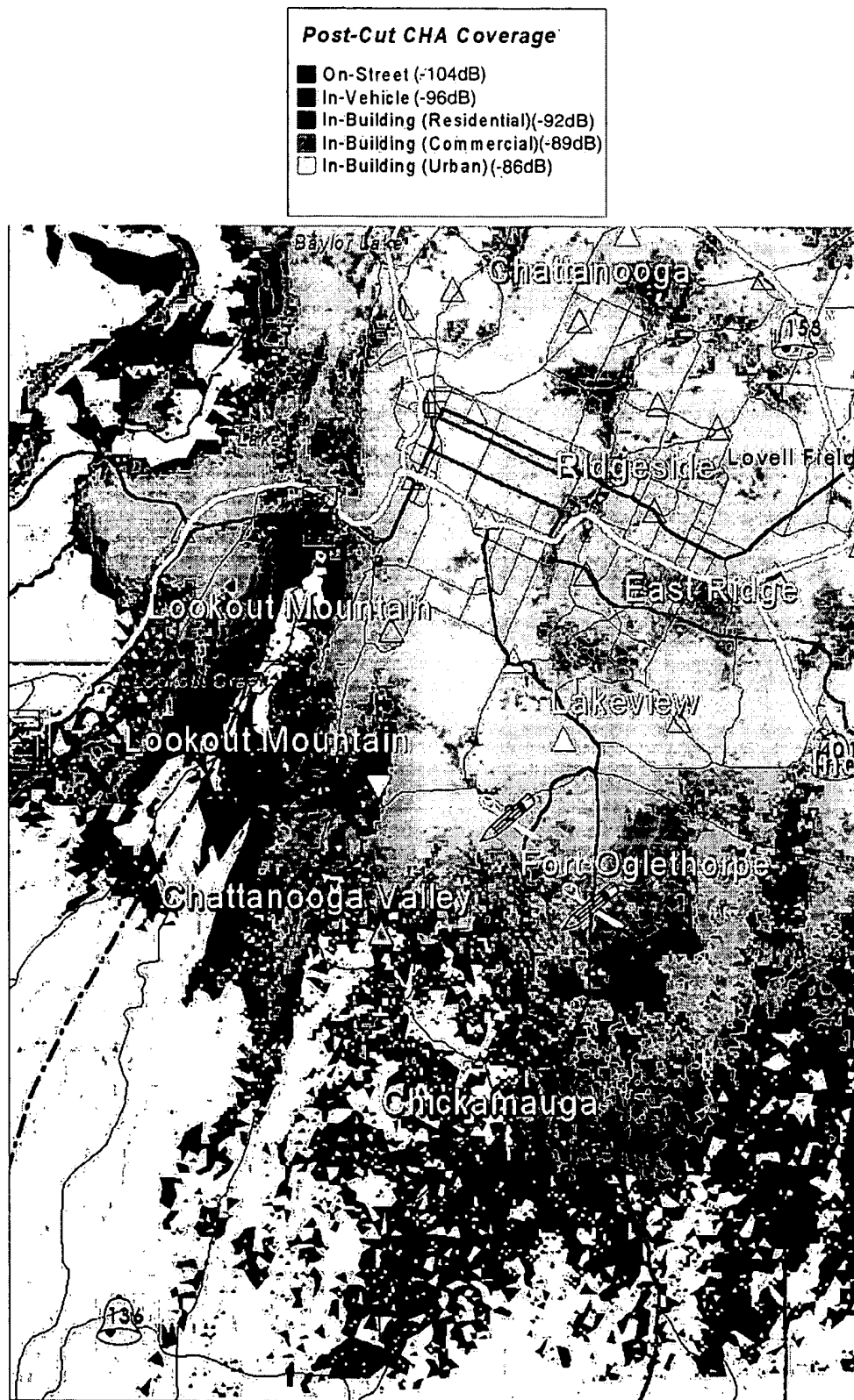
**Fig. 9A**

0972065-013001



**FIG. 9B**

0972065-01001

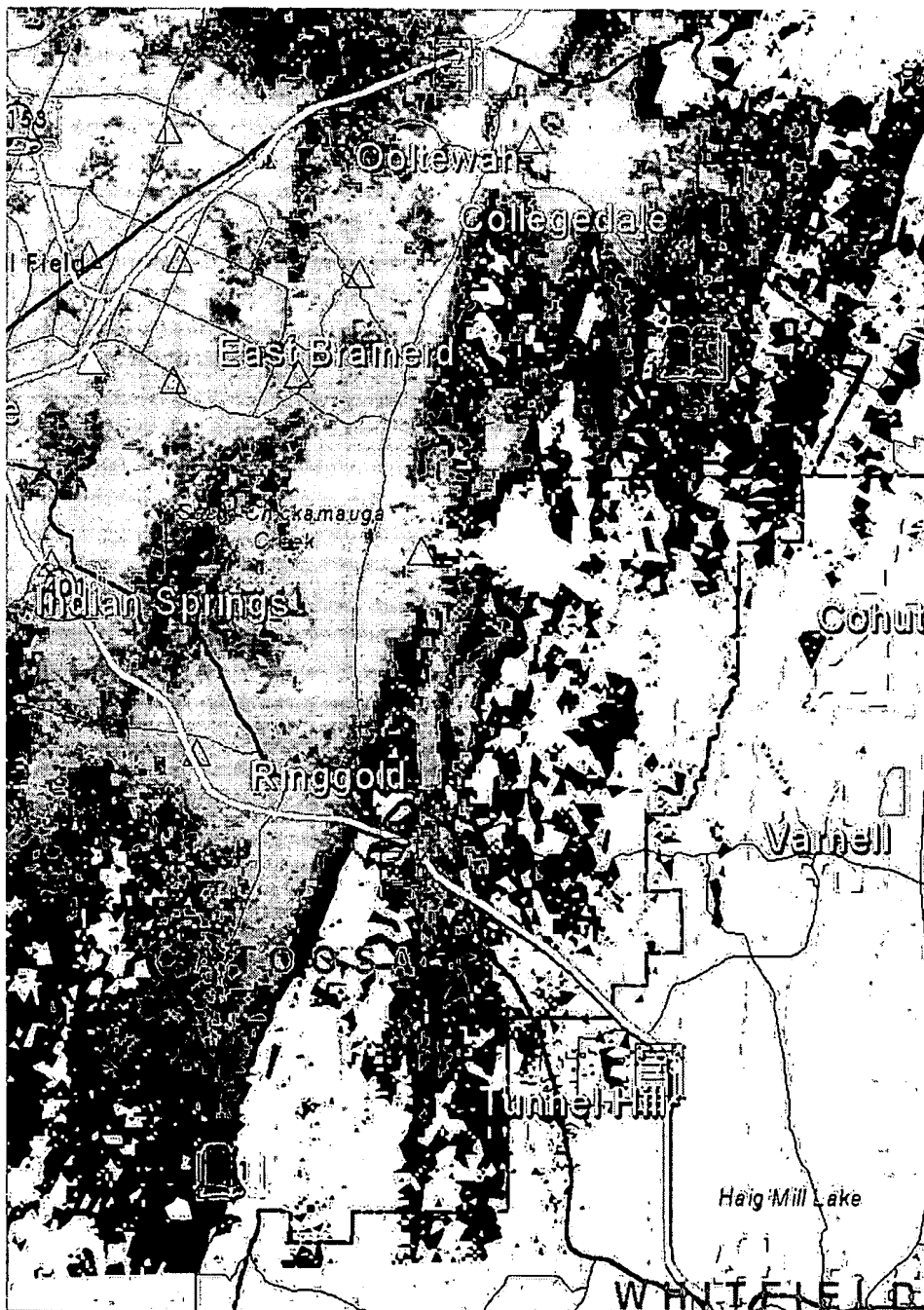


**FIG. 9C**

0972055-013001

**Post-Cut CHA Coverage**

- On-Street (-104dB)
- In-Vehicle (-96dB)
- In-Building (Residential)(-92dB)
- In-Building (Commercial)(-89dB)
- In-Building (Urban)(-86dB)



**FIG. 9D**

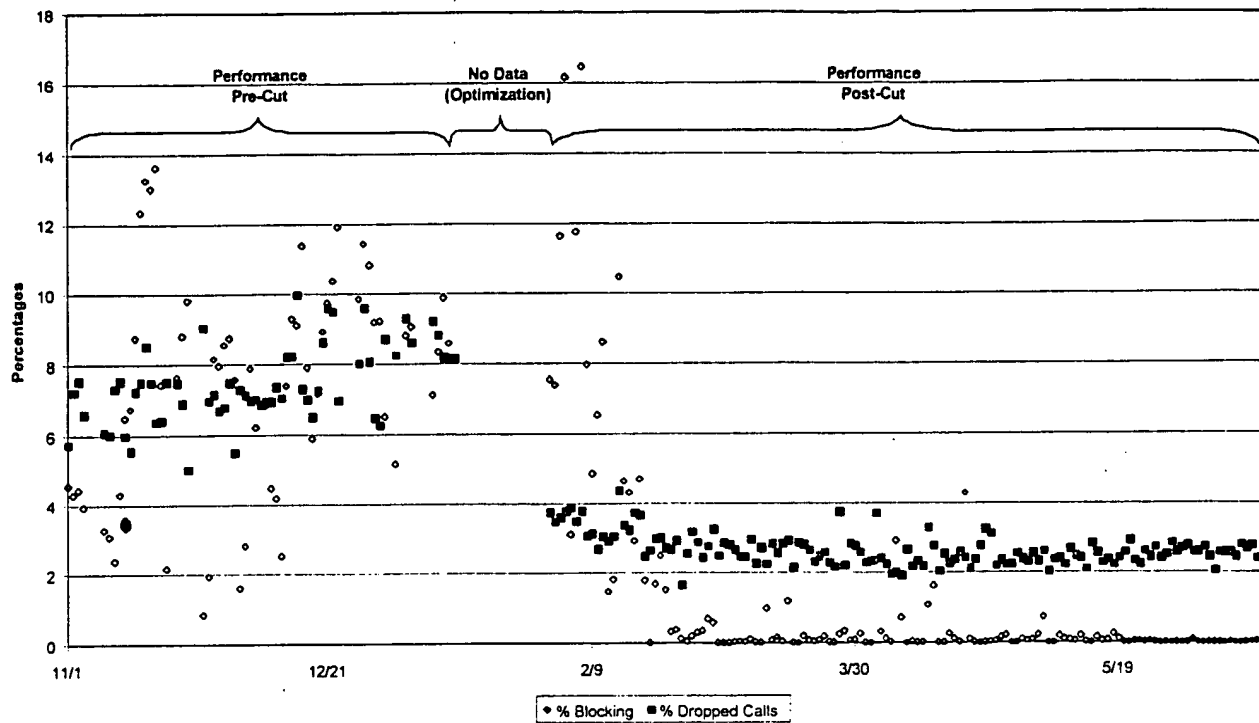


FIG. 10a

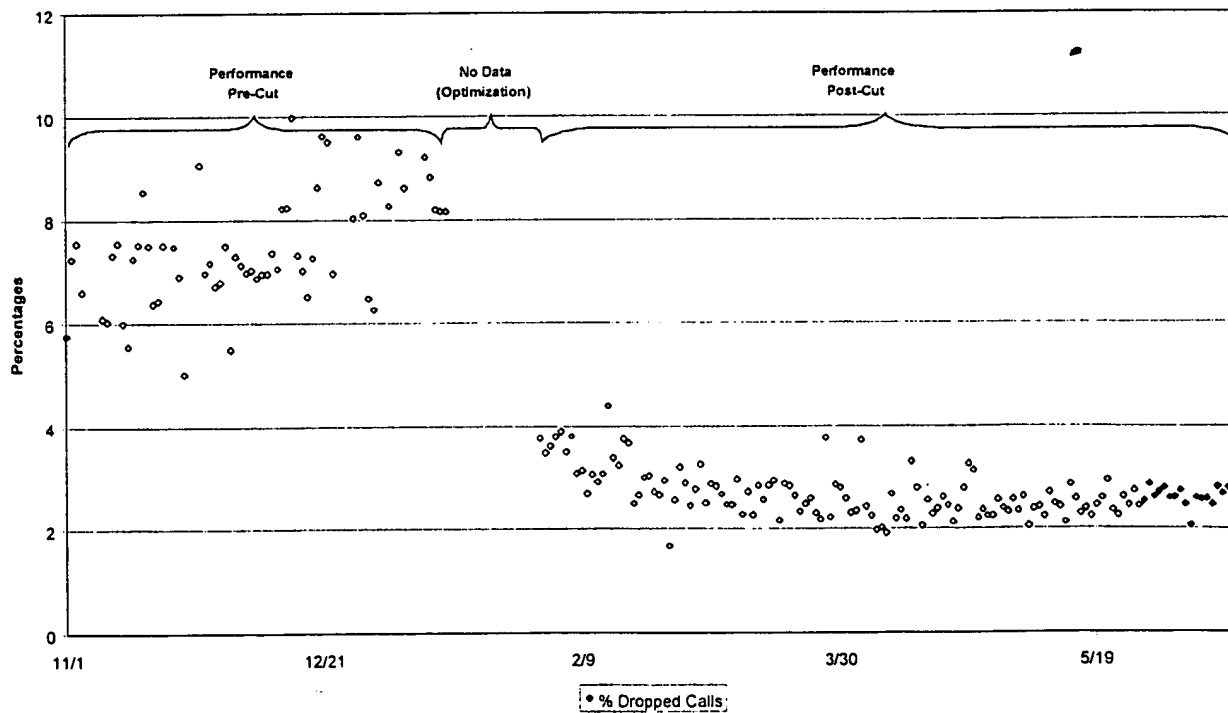


FIG. 10b

FIG. 10a-5902260

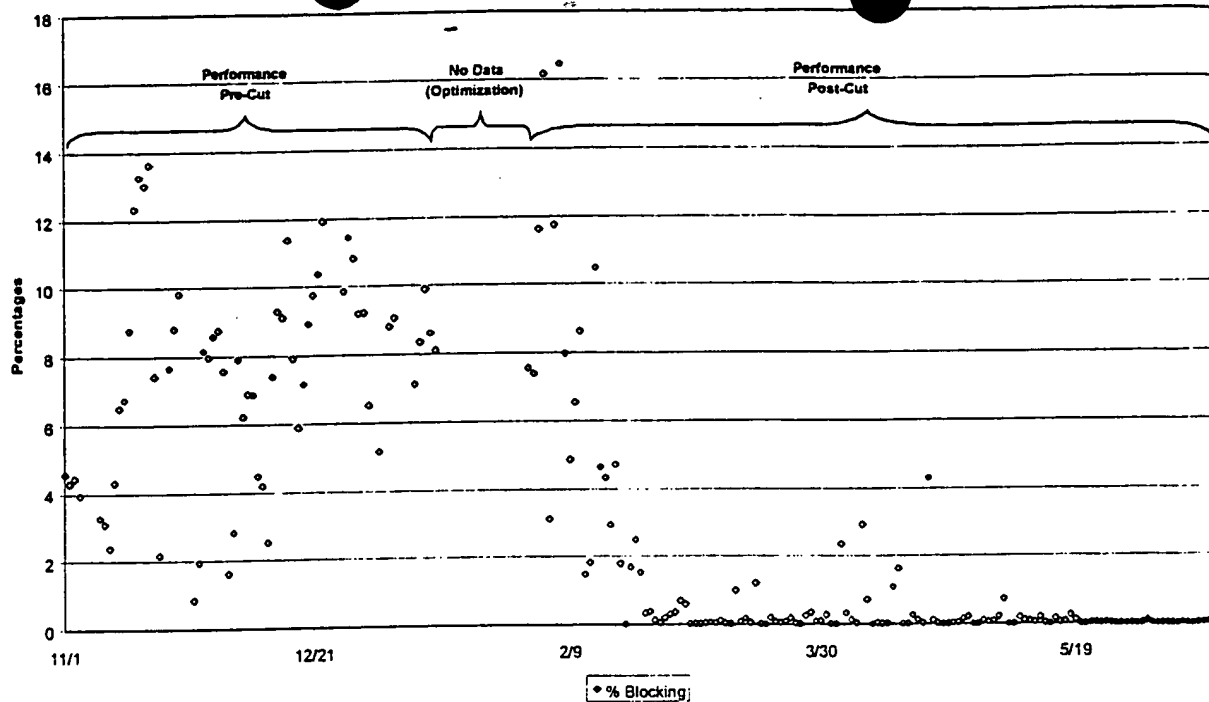


FIG. 10C

09720502660

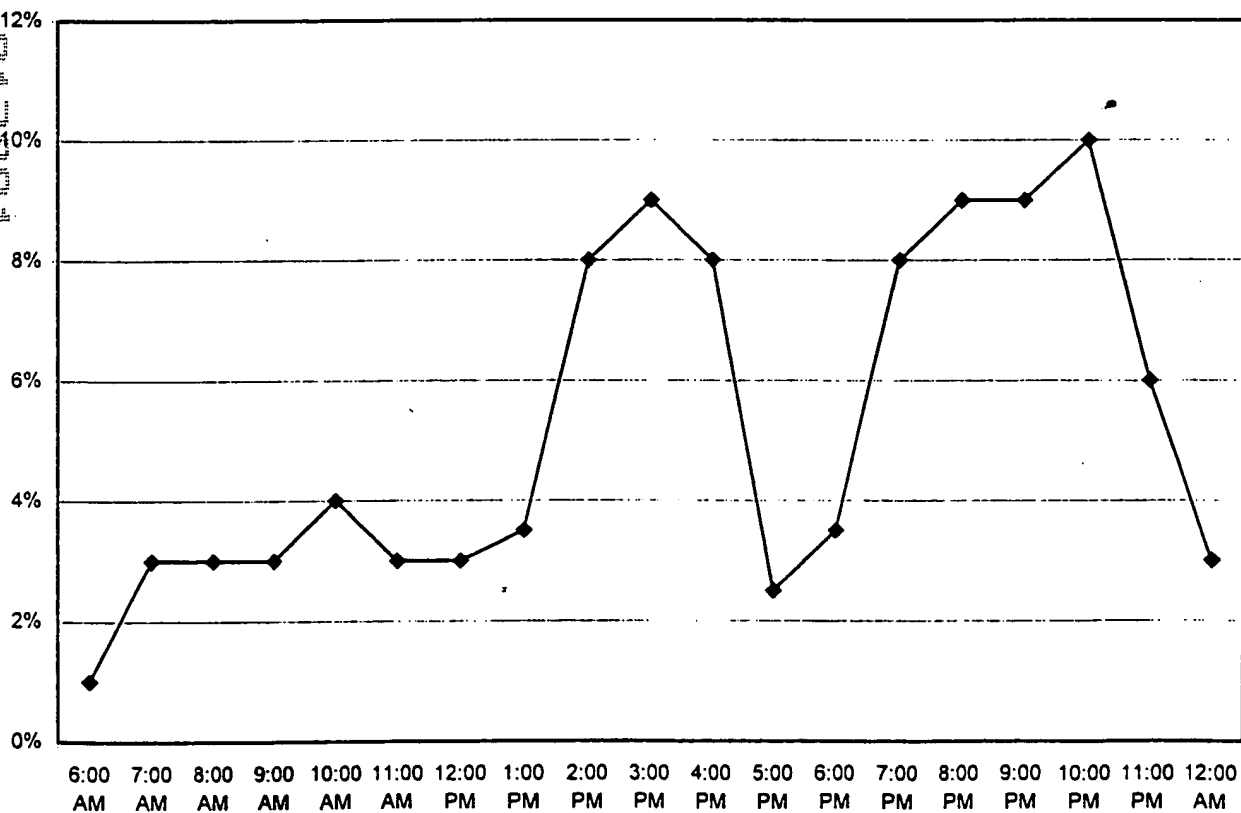


Fig. 11

0972006-0100  
T00610-5902260

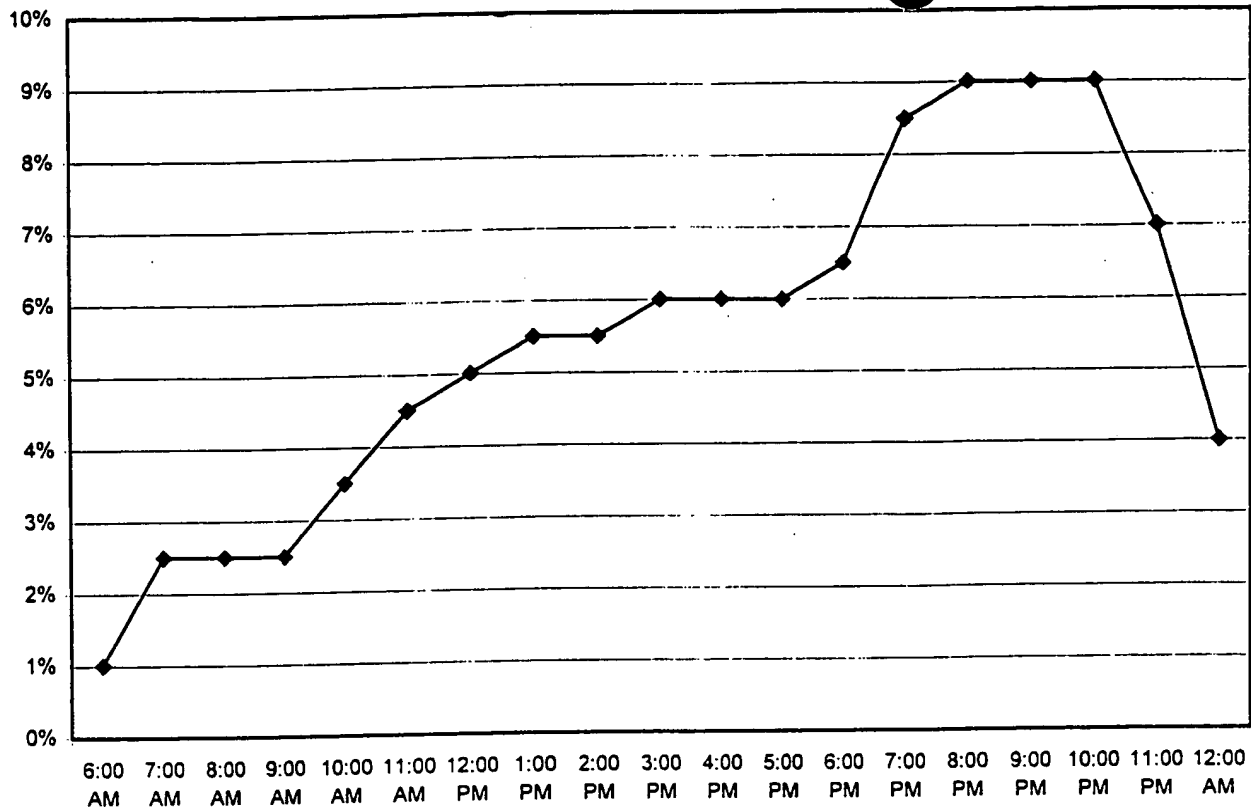


Fig. 12

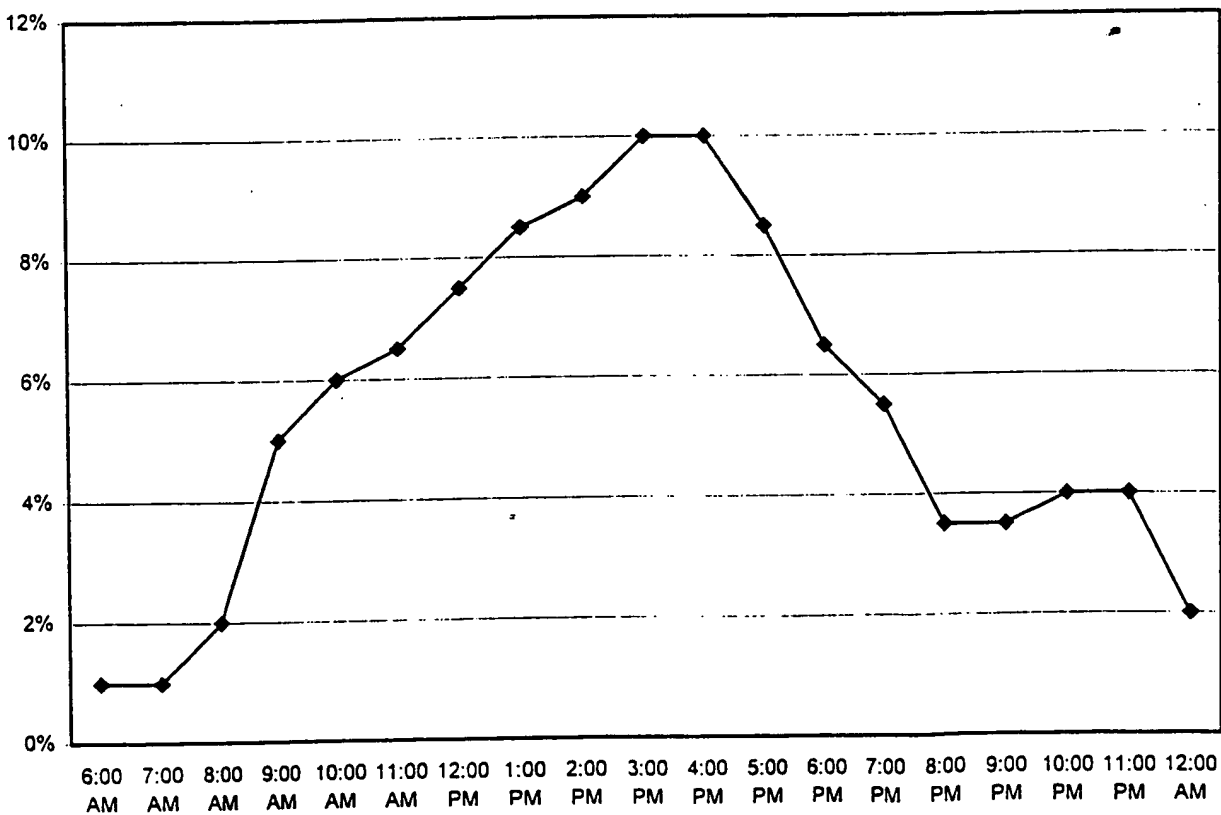


Fig. 13

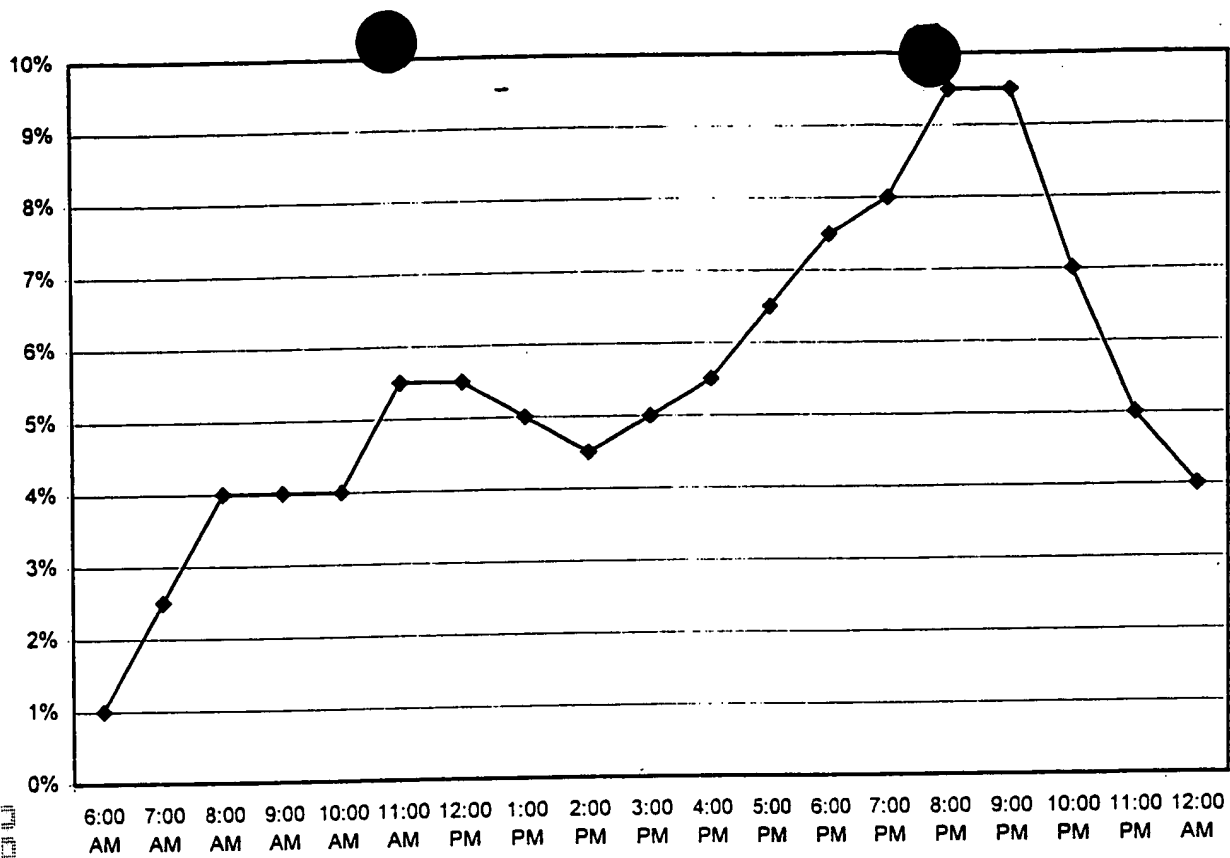


Fig. 14

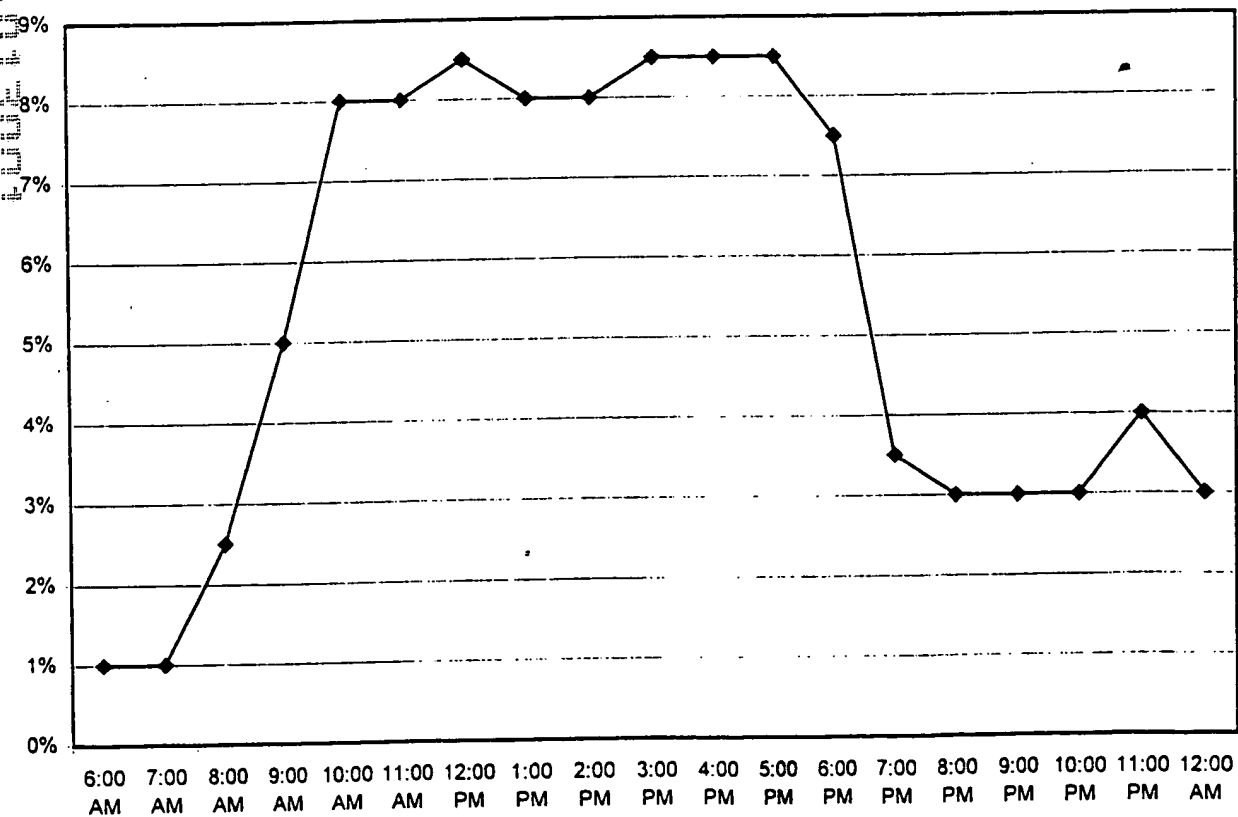


Fig. 15



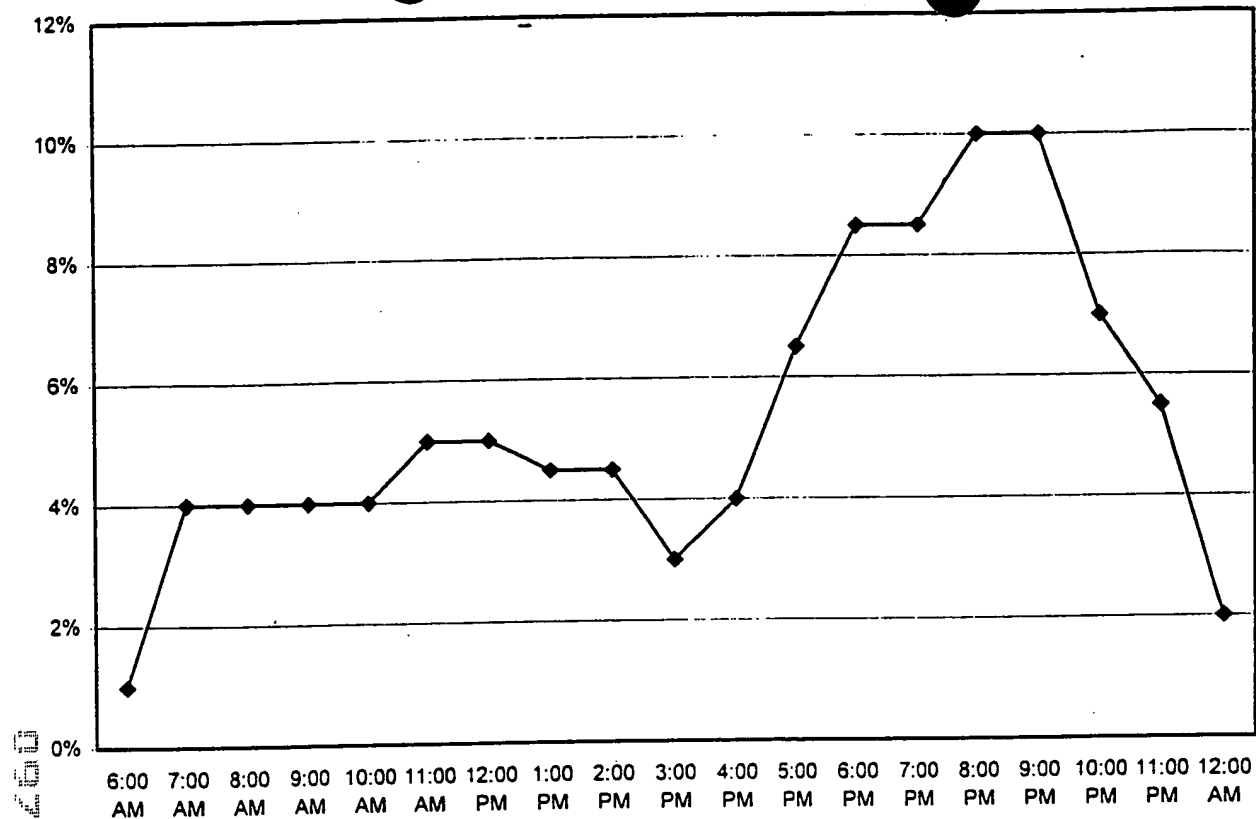


Fig. 16

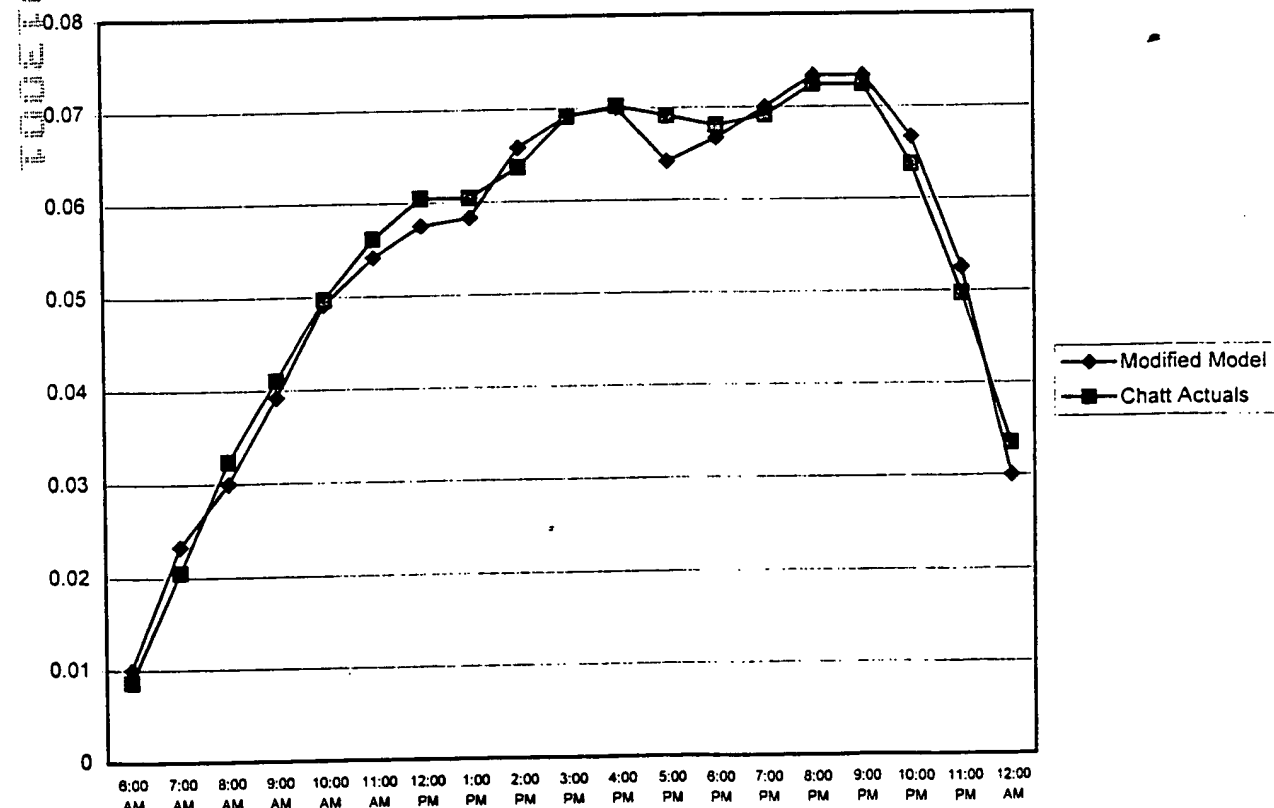


Fig. 17

# Proof of Concept

## Chattanooga

Cricket was EBITDA break-even in Chattanooga at 12 months

7.7% Penetration	12 months 24,000 customers as of 2/29/00	5 years
Costs In First Year		
Cost per Gross Add	<\$230	\$550
Support costs/Average Sub	\$5.60	\$11.45
Operations cost/MOU	\$0.013	\$0.039

## Capital Utilization

	Year From System Launch					
	1	2	3	4	5	10
	(In Thousands of Dollars)					
Cummulative Anticipated Capital Expenditure Per Subscriber (Average)						
PowerTel (GSM)	9,516	4,613	2,528	1,689	1,280	692
Sprint (CDMA)	19,367	4,349	1,860	954	729	586
Present Invention	2,354	2,628	1,949	1,183	877	550
Capital Expenditure Per Erlang (Average)						
PowerTel (GSM)	278	163	98	70	56	33
Sprint (CDMA)	968	217	93	47	36	29
Present Invention	47	52	38	23	17	11

Fig. 19

# Re-Engineering the Cost Structure

## ■ Network Build-out

- High capacity CDMA
  - Latest generation equipment
- Efficient site loading
  - No underutilized roaming sites
- Designed for residential calling patterns
  - Lower % peak usage
- Capital requirement per customer 1/3 of typical PCS average in first year because of rapid customer acquisition



**Lower Capital Costs**

## ■ Network Operations

- Lower backhaul costs due to concentrated footprint
- Favorable Incoming/outgoing mix - lower interconnect cost
- Elimination of roaming clearinghouse and anti-fraud costs



**Lower Network Operating Costs**

FIG. 2D<sub>a</sub>



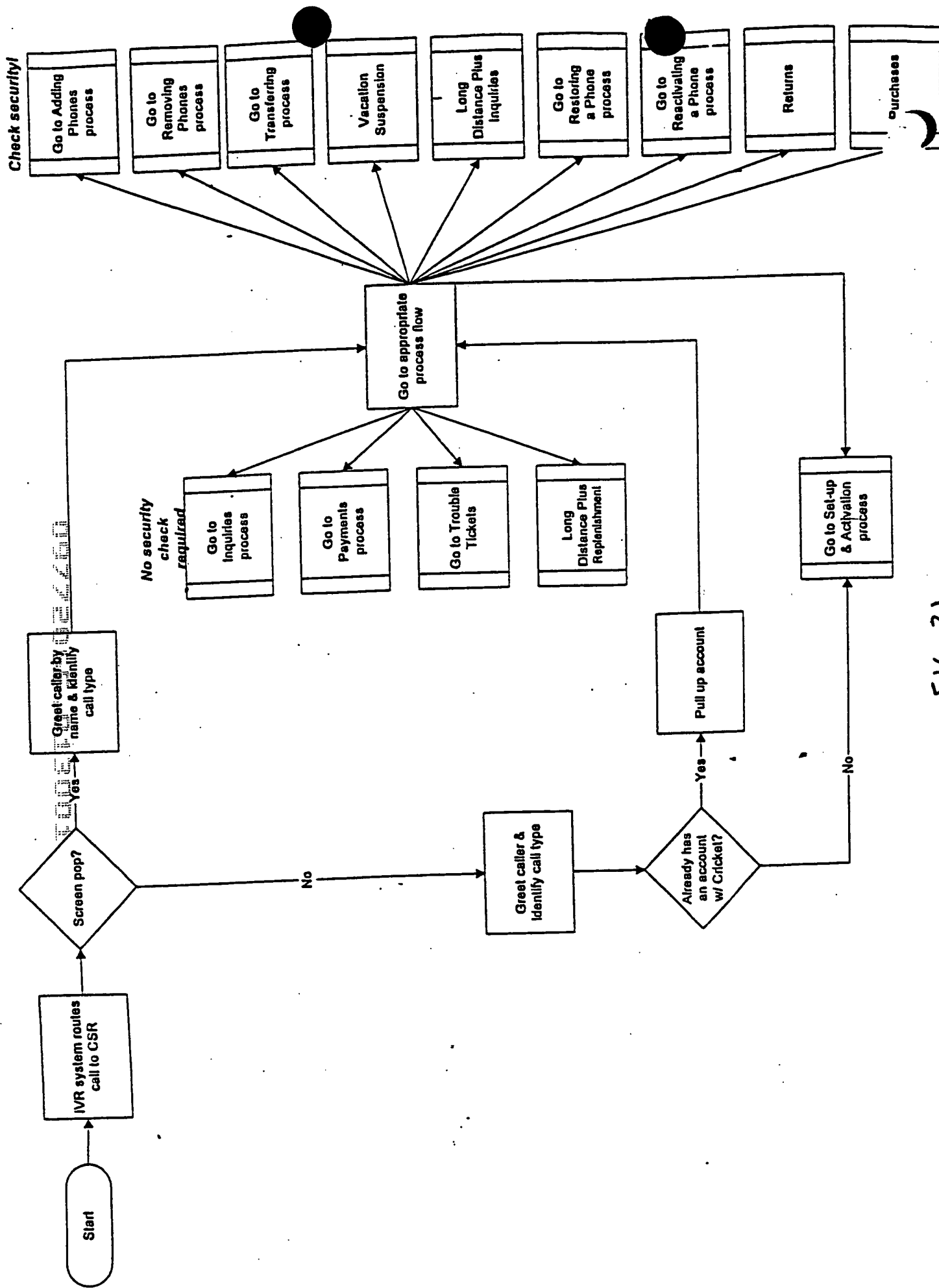


FIG. 21

FIG. 22

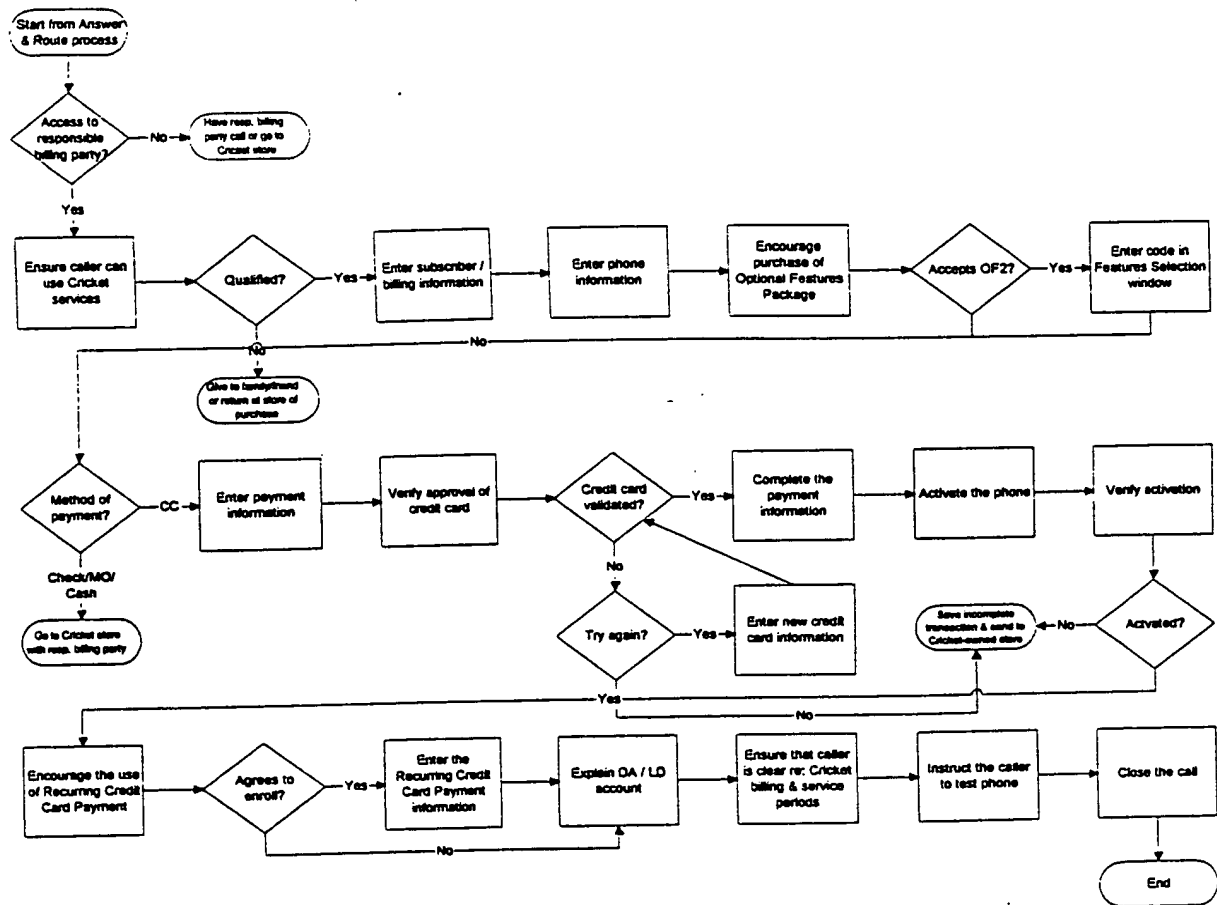
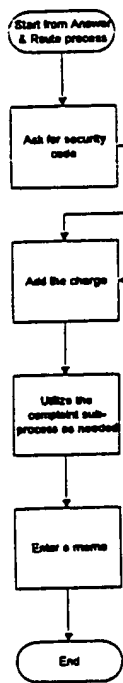
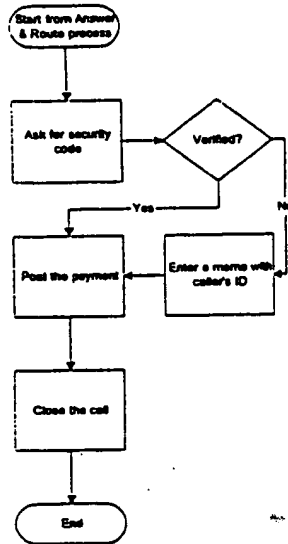


FIG. 22

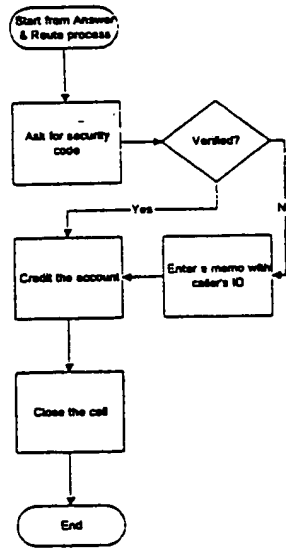
### Posting a Credit Card Payment to an Account



### Crediting an Account



### Crediting Phone Service



### Adding a Charge to an Account

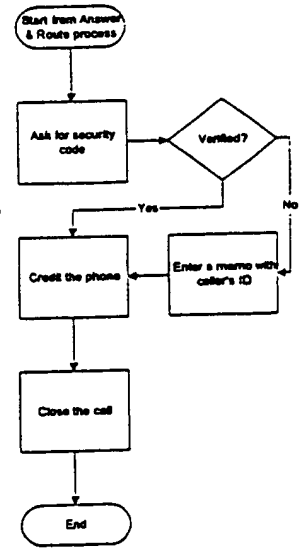


FIG. 23



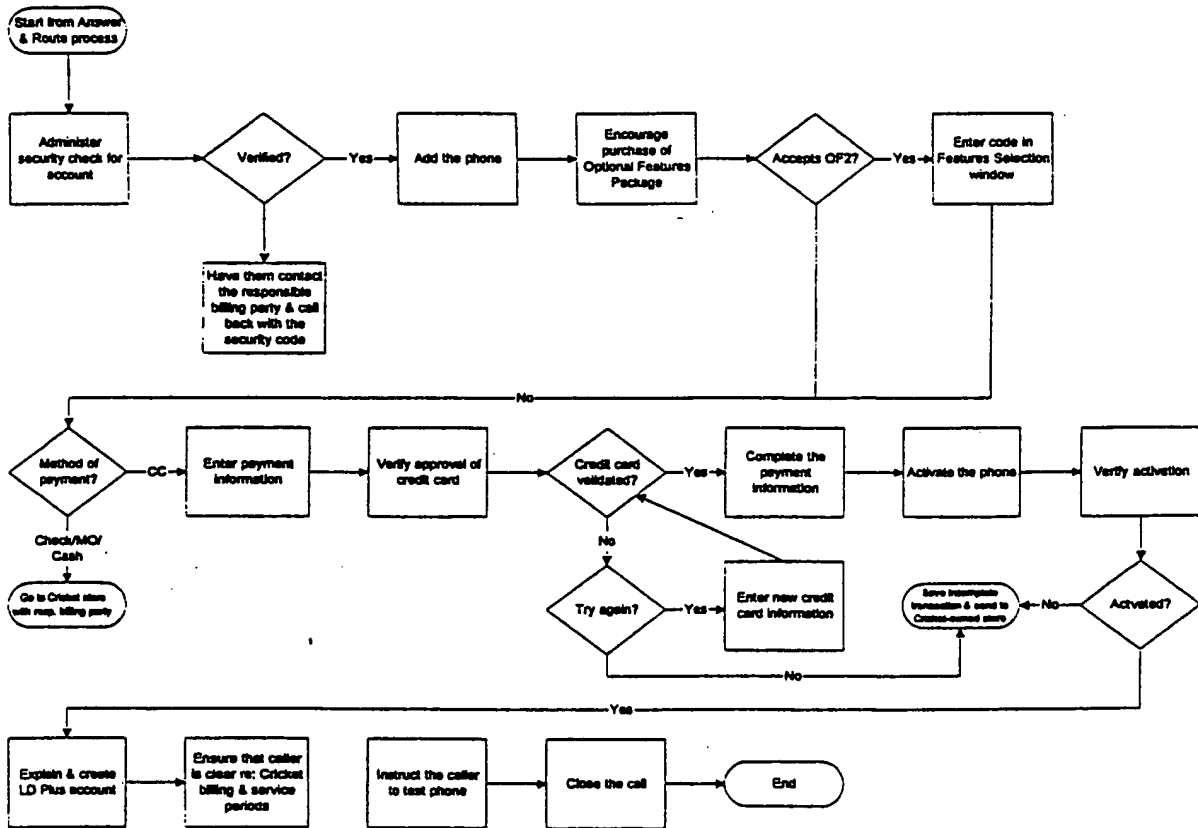


FIG. 24

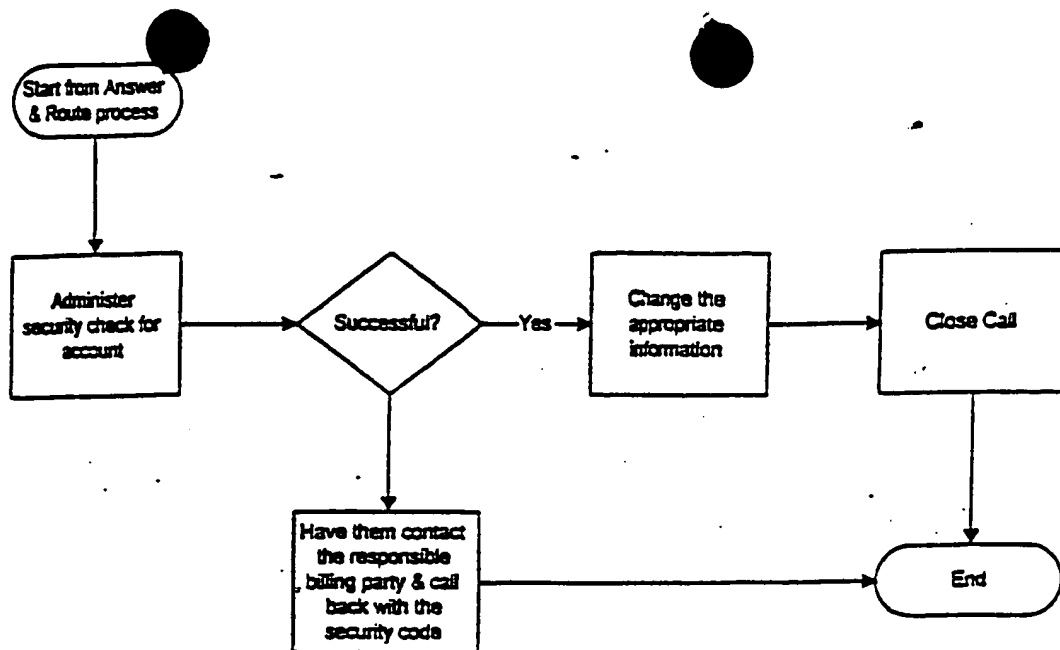


FIG. 25

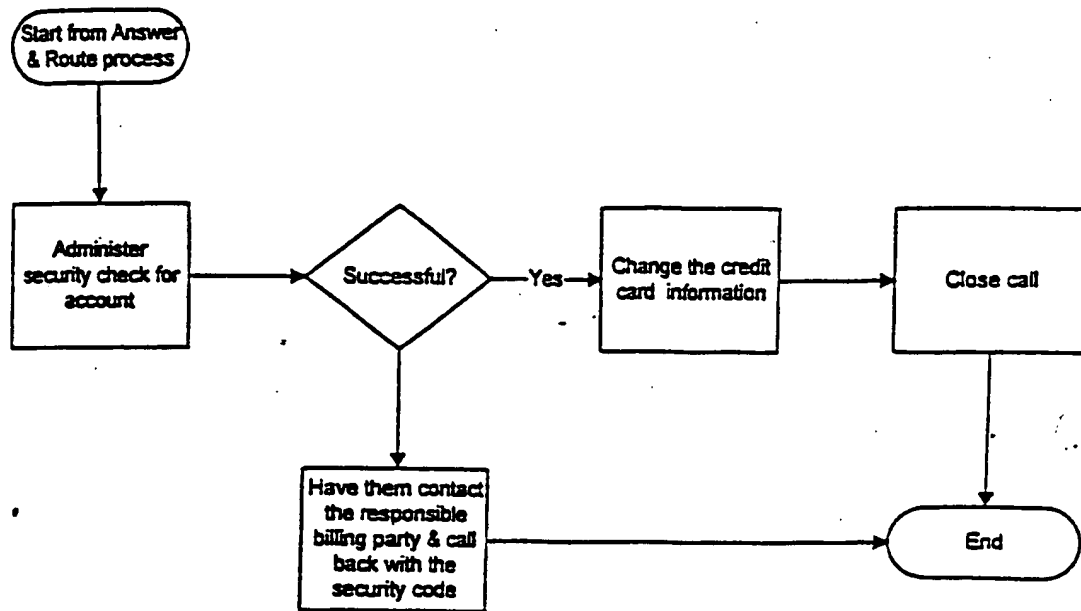
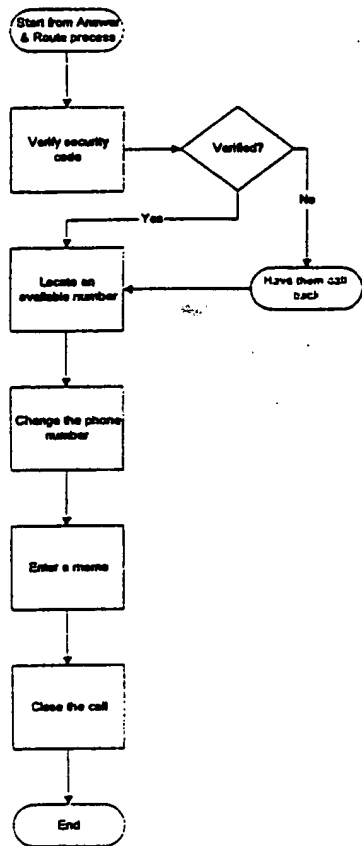
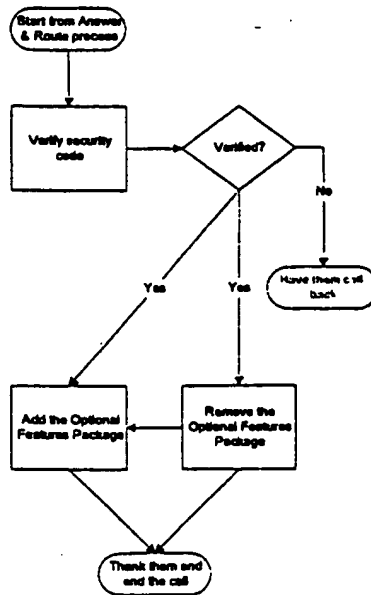


FIG. 27

### Changing a Phone #



### Changing OFF Participation



### Changing an ESN

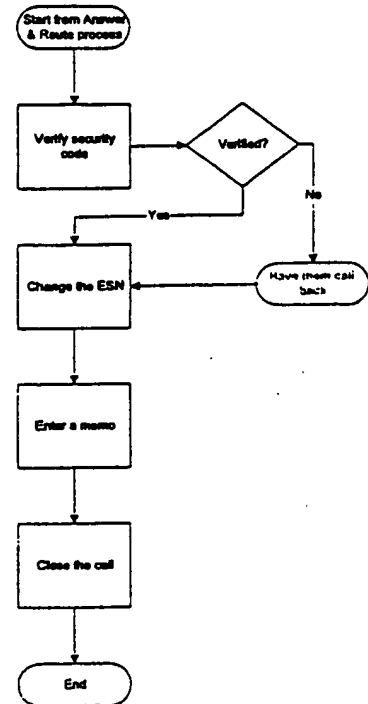


FIG. 26

FIG. 26

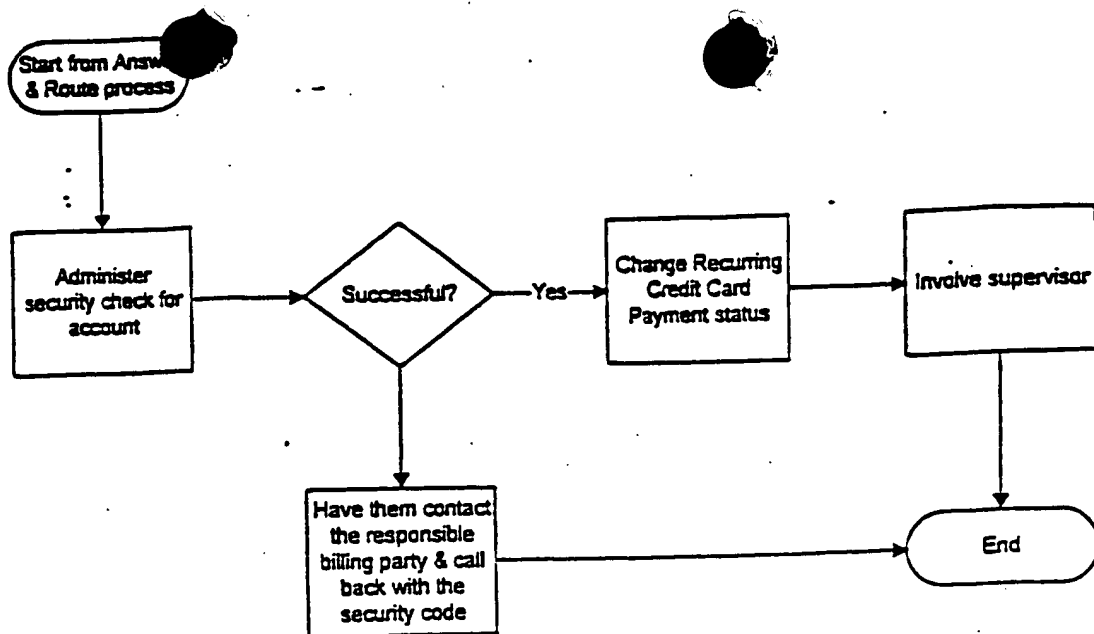


FIG. 28

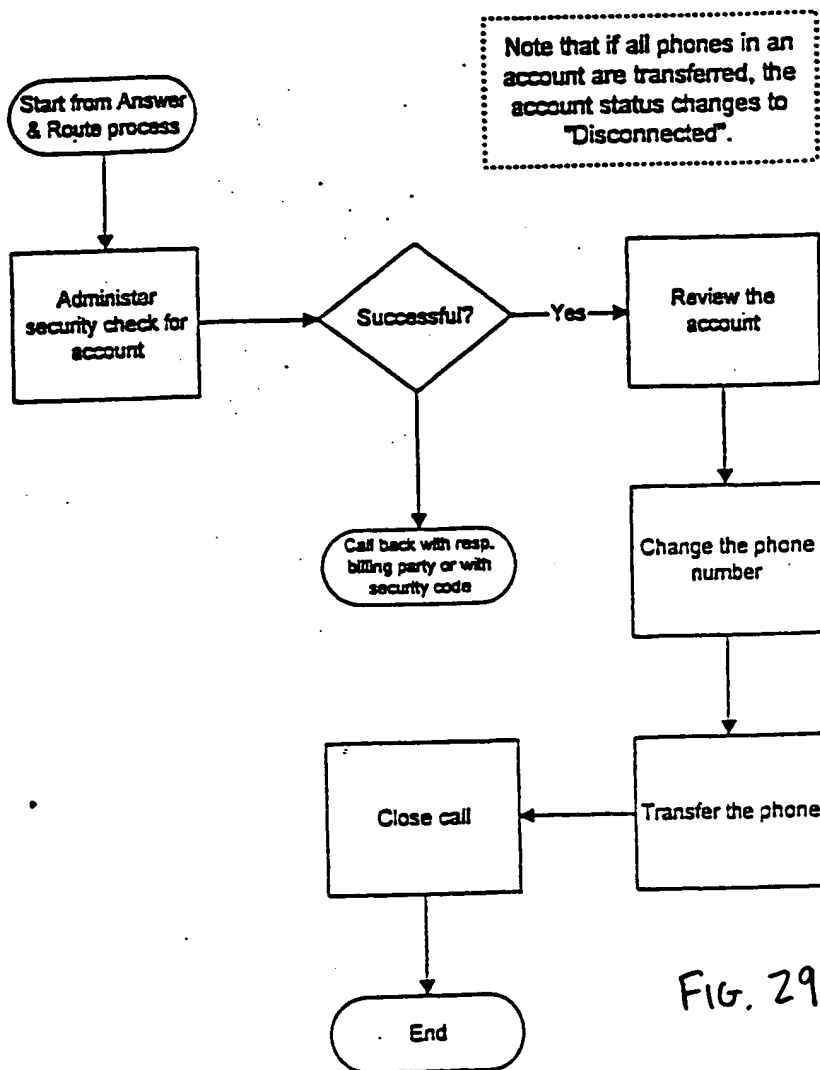


FIG. 29

0077203E 01001

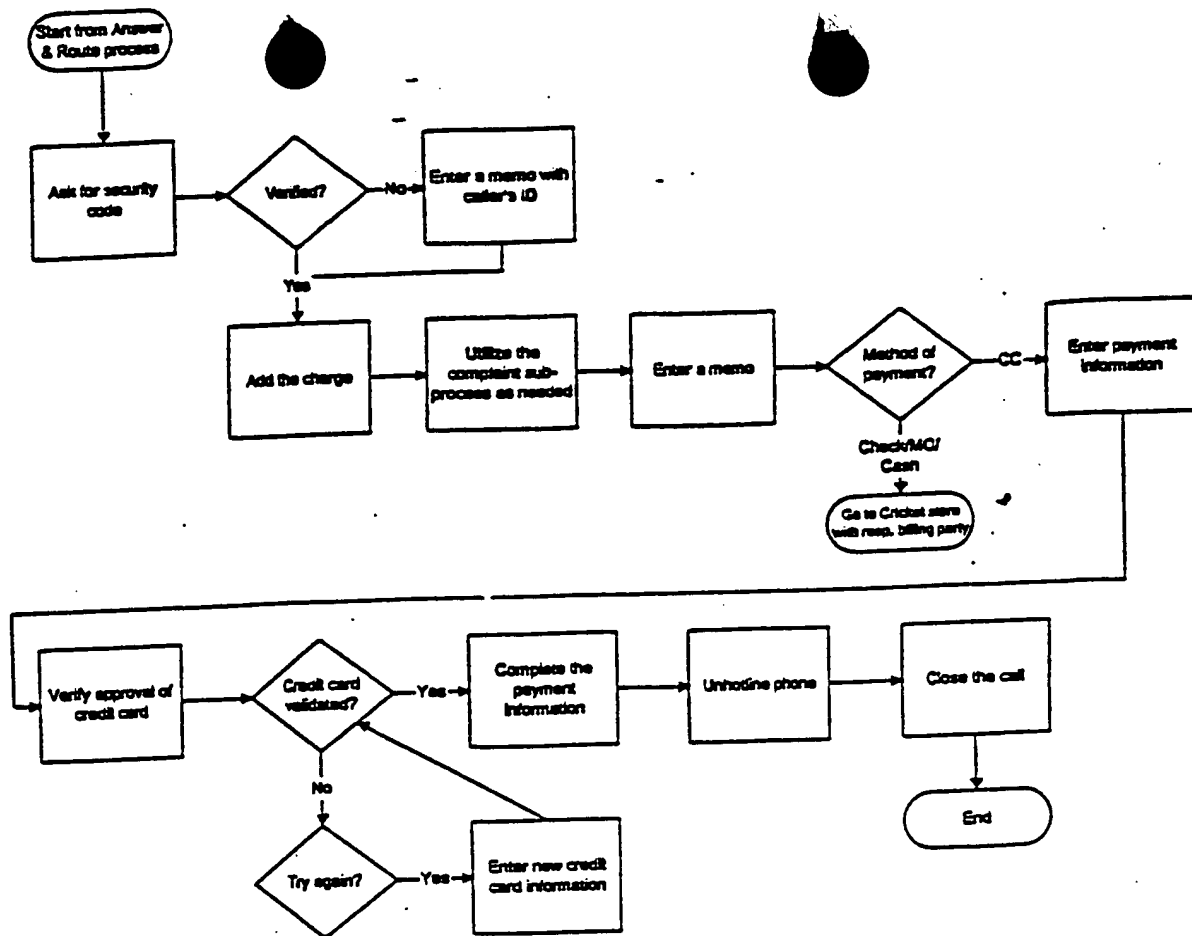


FIG. 30

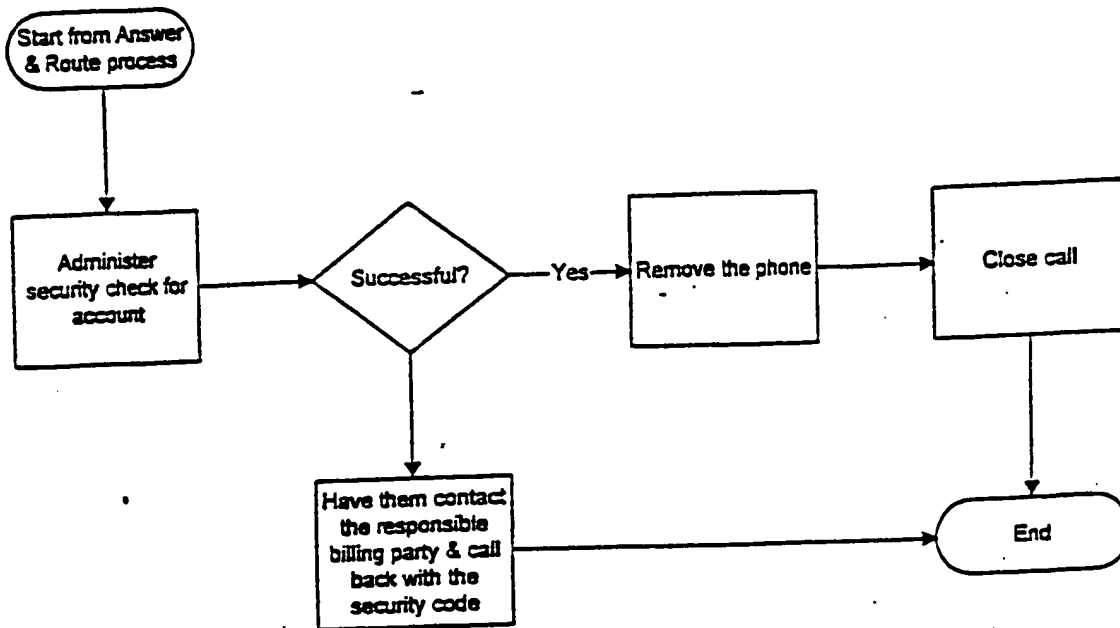


FIG. 31

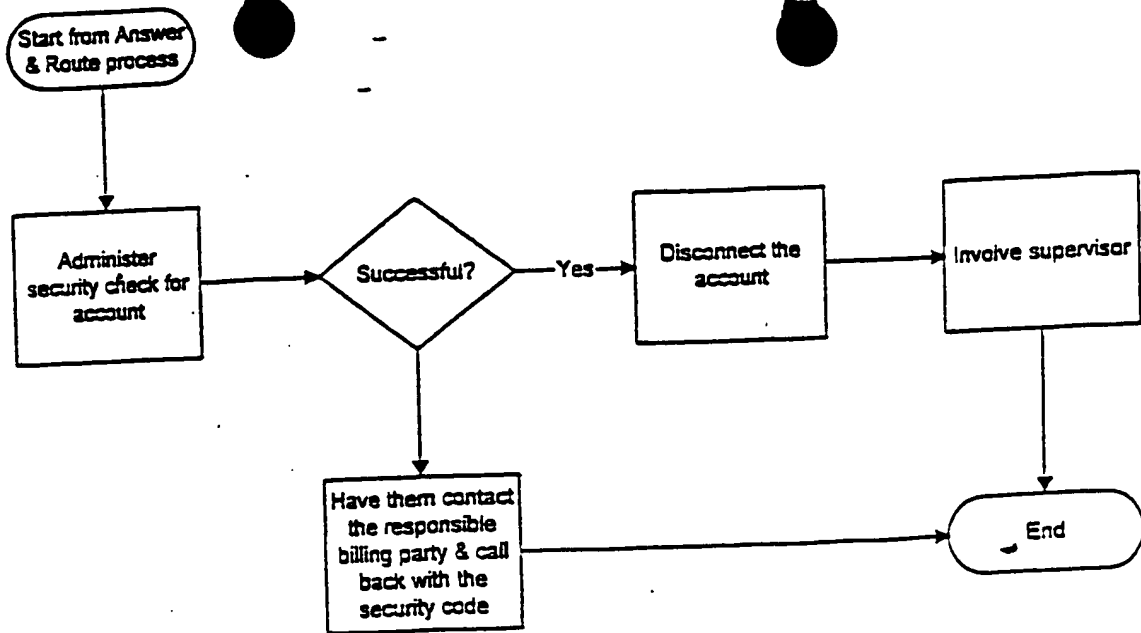


FIG. 32

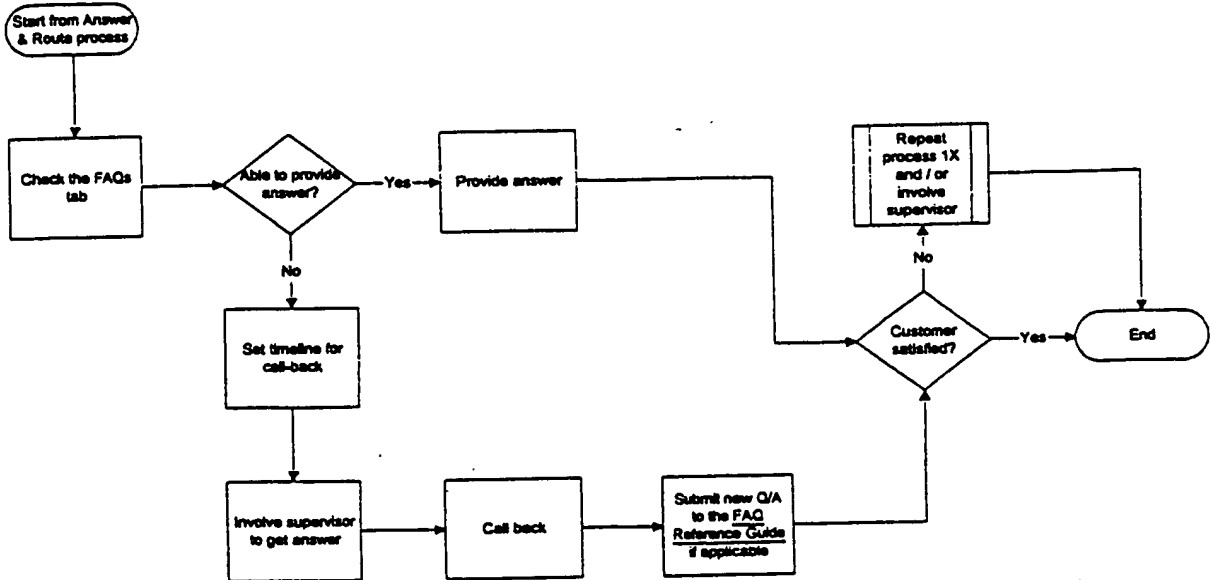


FIG. 33

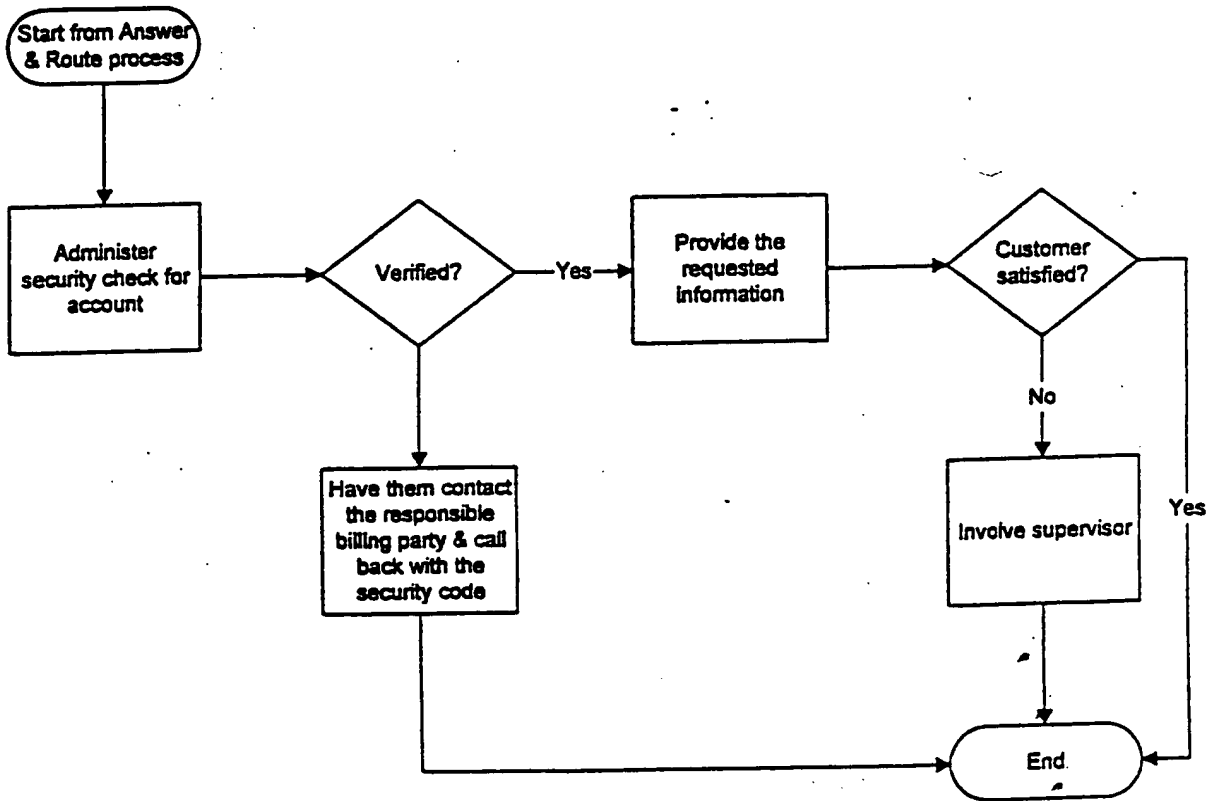


FIG. 34

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